

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
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Registered U. S. Patent Office

VOL. CIII, No. 4

NEW YORK, APRIL 25, 1918

10c A COPY

Largest Selling Top-Grade COFFEE



TRAVELERS from the "Queen State of the Southland" have spread the impression that New Orleans is the place for good things of the table. In New Orleans they have a way of cooking things, a way of seasoning things.

In New Orleans they have a way of blending coffee that is altogether delectable, and it is not strange that the best of the New Orleans brands has come to be the country's largest selling top-grade coffee—Luzianne.

"Never in his thirty-eight years of business experience has the writer seen closer or more honest attention paid any business than these good people have paid to ours.

"We feel sure that in comparison with other accounts they have, ours is a small one indeed. However, if they can show their big advertisers better attention than they have shown our account, we cannot understand how it could be done."

The Reily-Taylor Company, importers and roasters of this great coffee success, have been Ayer clients for about three years—years of most interesting and profitable business development.

Writing to a large concern which was seeking information about Ayer service and which has recently become our client, Mr. W. B. Reily, President The Reily-Taylor Co., expressed the full measure of appreciation in this friendly way:

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

BOSTON

CLEVELAND

CHICAGO



The Standard Farm Papers Publish Specific Information

The American farmer must provision over 225 million people—ourselves and our Allies.

Winning the war depends largely upon him.

Specific information as to farm practice has been the farmer's greatest ally in arriving at his present state of prosperity.

But the necessities of war demand that he produce *more* than ever before.

Specific information is therefore *more essential* now than at any previous time.

The farm press is the farmer's chief source of information and must play a double role of responsibility.

The Standard Farm Papers have been of invaluable assistance to a large constituency who form the nucleus of our best farmers and are rendering the greatest service to our country.

Farming conditions vary widely and each condition requires special treatment.

Each Standard Farm Paper concentrates upon a given territory or upon a given agricultural industry and renders its readers a specialized service of specific information on their particular problems.

In this way The Standard Farm Papers are helping to put over one million farmers on a war footing. They reach

The Standard Farm Market (Over One Million Farm Homes)

which dominates the entire farm market.

Sell a Standard Farmer and you sell his neighbors too

Hoard's Dairyman

Established 1870

The Ohio Farmer

Established 1848

The Michigan Farmer

Established 1843

Prairie Farmer, Chicago

Established 1841

Pennsylvania Farmer

Established 1880

The Breeder's Gazette

Established 1881

Wallaces' Farmer

Established 1895

Progressive Farmer

Established 1886

Birmingham, Raleigh

Memphis, Dallas

The Wisconsin Agriculturist

Established 1877

Pacific Rural Press

Established 1879

The Farmer, St. Paul

Established 1882

STANDARD FARM PAPERS, INC. **WALLACE C. RICHARDSON, INC.**

Western Representatives
Conway Bldg., Chicago, Illinois

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381 Fourth Ave., New York City

All Standard Farm Papers are members of A. B. C.

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A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N.Y., POST OFFICE, JUNE 28, 1893

VOL. CIII

NEW YORK, APRIL 25, 1918



The Plain Truth About German Substitutes

No Likelihood of Their Revolutionizing Industry After the War—Advertised by Propagandists to Impress the World with German Superman Ability

By J. T. M.

[EDITORIAL NOTE.—The explanatory footnotes appearing with this article are by Waldemar Kaempfert, editor of *Popular Science Monthly*.]

THE 76-mile gun has started in some quarters a new upward line on the chart of our estimation of the Germans.

These Germans, it is argued, may not be mere vulgar braggarts after all. They seem able to do the impossible; they spring surprise after surprise—poison gas, liquid fire, 130-kilometre guns. Perhaps the boasts of their chemists and physicists may also be founded on actual achievement. Perhaps they have really brought into being a series of substitutes for the important staples and commodities of commerce.

In that case are not the trade and industry of the United States to be revolutionized, when peace comes, by the flooding of the world markets with new materials of which Germany alone has the secret?

Is she not likely to dominate other valuable industries, as she did that of dyestuffs in the past?

The other nations have to reach out on all sides for raw materials of various kinds. Is Germany now to lord it in a position of splendid independence of the outside world's raw materials supply, with a consequent immense economic advantage over all her competitors?

It may be said at once that there is a serious misapprehension back of the quite general notion of Germany's economic condition as a result of the war, and that it is this misapprehension, fostered and encouraged by Germany herself, that is mainly accountable for whatever alarm there exists regarding Germany's preternatural ability to do wonders, as, for instance, to create substitutes for the vital necessities of life and of warring. Germany is cut off from the world's supplies of cotton, rubber, copper, leather, oils—elementary essentials for warfare, and yet she is waging war with a reckless prodigality which indicates either that the prevailing notion about essentials is all wrong, or that she has effective substitutes in abundance. She must have her own way of meeting the difficulty that allows her to disdain the blockade of her adversaries.

There is a fallacy in this reasoning. But there is no doubt that Germany is using substitutes to a certain extent and the subject is one regarding which business men, lacking direct sources of information, will naturally desire to know the broad general facts so as to make their mind easy in the possession of truth, even if the truth be unpleasant.

We know to-day that for years past Germany has bluffed half the

world with her claims to scientific achievements. We acquiesced in her pretensions; we yielded homage where homage was not due. We know also that war has an unrivaled power in stimulating human endeavor. War lifts men and industries out of the rut of habit and gives a new impulse to development in all fields of practical science. What has been accomplished in this country in the dye industry shows what Americans can do under the whip of necessity and that particular instance, which in view of the special circumstances appealed to the popular imagination and became of general knowledge, is not by any means the only remarkable development carried out in America since the beginning of the war.

The German's surprises are solved the moment they are sprung and his ways of meeting the shortage in established commodities are known practically to the last detail in the camps of his foes. Substitutes in the edible line, for instance, are not original to Germany, nor has she made much progress in this regard.¹ There are sausages without meat—the smoky tang and the smoked-meat color being imparted by coal-tar products; egg powder without a trace of eggs; milk that never saw a cow; salad oil, not of vegetal origin; plaster of Paris as an ingredient of bread; strawberry preserves made of turnips, saccharin, fine seeds and mineral coloring and flavoring, though not strictly new. The denunciations by *Vorwärts* and other German Socialist organs of the food profiteers who charge outrageous prices for these fake products have a rather

¹No substitute for protein or albumen has thus far been produced in the chemical laboratory. All food substitutes must, therefore, contain a basis of vegetable or animal protein. The man who can create the equivalent of an artificial egg has not yet been born. The only food products which Germany has invented in the stress of war and which are likely to survive are those which are based upon the utilization of slaughterhouse wastes but here, again, we have developed in the Chicago packing industry a method which is not likely to be surpassed by anything that Germany has done.

reminiscent ring, for this kind of fraud was in days gone by not unfamiliar nearer home.

ALLIES MISLED REGARDING GERMAN EMBARRASSMENTS

Some investigators of the subject of Germany's war materials substitutes have believed that from statistics alone they could prove that Germany had successfully solved the problem involved in a shortage of such "essentials" as copper, cotton, rubber, leather, fats.

With regard to copper, for instance, Germany's normal consumption in peace times was about 300,000 tons. The chief world's markets being closed to her,² it has been calculated that, with perhaps 250,000 tons which she had on hand when the war began, and with what she has since then obtained—from her domestic mines, from the melting down of church bells, pots and kettles, from occupied territories and neighboring neutrals, a total of something like 500,000 tons—she has had available for a period of nearly four years only about 750,000 tons of copper, while her normal requirements for four years would be at least 1,200,000 tons, and her war-time requirements much greater.

Similarly for rubber, so necessary in modern warfare for aircraft, for motor trucks, for electric insulation, for surgical uses, for trench boots. Germany imported 20,000 tons of rubber a year and, as the embargo on rubber was early imposed, she was cut off from the East Indian and South American sources of supply and was left short of natural rubber, as was shown by the desperate efforts made to smuggle small quantities of it into Germany. The German shells that explode behind the Allies' lines, and the German Taubes and Zeppelins and motor trucks and other war material captured by the Allies, reveal the sub-

²The copper situation is not nearly so alarming, now that Serbia is in German or Austrian hands. There are important copper mines there which are able to meet at least the military demands for copper.

Building Campaigns on Facts: A Five Part Series

No. 2

Blasting for Facts

*Occasionally a prospector finds gold on the surface and valuable diamonds *have* been picked off the ground.*

But the most valuable mines are deep affairs. Dynamite helped dig them.

So it is with advertising campaigns. We, too, could submit pleasant sounding plans built on easily obtained facts.

Such plans would not be characteristic of the H. K. McCann Company; nor could they produce typical McCann results.

Therefore our Research Department.

Organized to obtain and correlate "below surface" facts, it has enabled our other departments to plan and operate with a degree of successful certainty new to the conduct of advertising campaigns.

More about our Research Department and all other departments of this organization are in our booklet—*Advertising Service*. Sent to interested executives on request.

THE H. K. McCANN COMPANY

61 Broadway
Cleveland
Toronto



NEW YORK
San Francisco
San Diego

series—“The Science of Statistics”—will appear May 9



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stitutes Germany is using for copper, rubber, leather, cotton, and the like. Iron or soft steel can replace copper in shell bands, electric wiring, trolley cables, and brass can be largely replaced by other combinations of metals. German chemists, like those in other lands, can turn out synthetic rubber, but at high cost and, under present conditions, in limited quantity.⁴ Vegetal matter growing in Germany, and elsewhere, contains certain gums, the recovery of which is not an insolvable problem. A French engineer solved it for the guayule plant of northern Mexico. Germany has not gained any laps on the rest of the world in the matter of substitutes for copper and rubber.

NO LACK OF FUEL

Petroleum and gasoline have been lacking to her and substitutes for the latter for motor purposes have been long known to exist in benzol and its compounds, and more recently in coal gas. The Diesel engine does not need kerosene as its exclusive combustion medium, so that it is vain to look for a paralyzing of the German submarine activities through want of fuel for the Diesel engines. The oils which when sprayed on air compressed to a high temperature will burn, and consequently can be

⁴It is true that Germany's present production of synthetic rubber is not considerable. The Royal Testing Laboratories in Germany completed in 1911 a very remarkable series of tests of synthetic rubber. It was the opinion of Professor Hinrichsen, who made the tests, that synthetic rubber could be produced at a cost which would enable it to compete with plantation rubber. There was no possibility of crowding out natural rubber, as, for example, natural indigo was crowded out, but the possibilities for competition were there. The great German chemical companies have set aside the sum of five million dollars to solve the production problem. It was said that it would be possible to produce rubbers for specific purposes only—homologues of rubber. Thus, natural rubber is a good electrical insulator and it is also waterproof. A synthetic rubber or rubber homologue could be made which would serve as a dormant and would be no good as an insulator of electricity. Indeed, Hinrichsen went so far as to say that the time was actually approaching when whole streets would be paved with rubber.

used in these engines, are of almost endless number. In the French navy peanut oil has been used for the purpose. Germany can get adequate supplies from her soft coal.⁵

Ever since the first months of the European war the peoples of the democratic nations have been beguiling themselves with the expectation of Germany being starved into submission. The blockade established by the Allies was to cut off food and clothing and the essentials for the manufacture of war supplies. The German authorities encouraged the notion. They raised a great outcry over the starving of 70,000,000 souls, mostly women and children, by the Allies and thus they furnished campaign material for German propaganda in America and other neutral countries and justified their own bestial disregard of all the laws of humanity. Thus also they supplied ammunition for the opponents of preparedness. If Germany was being starved into submission, why prepare? They misled even the European Allies into a sense of self-confidence and into negligence in the matter of preparing adequately for a long war.

GERMANY'S SUBSTITUTES EASY TO FATHOM

We know now that there has never been any risk of Germany's being forced to abandon the war through lack of food. We know also that, despite all restrictions on the importation of cotton, wool and leather, the German people have not had to go naked or barefooted. Wood and plant fibre cellulose supply material for clothing that is warm and durable, and

⁵One of the chief reasons why Austria and Germany were both so much concerned when Russia overran Galicia was because the principal supply of oil was cut off. Desperate efforts were made to re-capture Galicia, which succeeded. These oil fields are among the most important in the world. Now that the Roumanian fields are also in German hands—and the Roumanian fields were worked by German capital even before the war—there seems to be no reason to suppose that Germany is lacking for petroleum and gasoline.

“More than a Million as usual”



oil-cloth, Pantasote, leatherboard and other available materials supplement the supply of leather for footwear.⁵

"SECRETS" ARE COMMON PROPERTY

But neither the invention nor the development of "artificial silk" is to be credited to Germany. A French chemist first showed the way and the various processes for obtaining solutions of cellulose and for spinning or drawing the solution and utilizing it for textiles, for coatings or in solid masses have been perfected by American chemists to an extent not yet attained in Germany.⁶ The popular imagination has been somewhat impressed by the reiterated boasts of the Germans that they are taking the materials for nitric acid from the air, so that the blockade cutting them off from the Chile nitrates has not prevented them from getting adequate supplies of this essential element of modern explosives. But here again Germany has nothing new. Years ago a French company established a plant in Norway, where water power was abundant, for the fixation of atmospheric nitrogen and oxygen and the production of nitric acid, and the processes for the making of nitric acid by taking nitrogen from the air and in other ways are well known in this country and it is no secret that they are being employed in an important way in the State of New York.⁷ And so it is for every sin-

⁵We are likely to see German paper fabrics in the markets of the world after the war. In 1911 I saw tested in the Royal Testing Laboratories woven paper fabrics which were even then beginning to be popular. Whole suits could at that time be bought for two or three dollars. Outwardly, they looked like cloth. They were not sheets of paper, such as Scott tissue towels, but were woven in a loom from paper yarns or threads. Of course, they did not last long, but they were very good for certain purposes where long life was not expected.

⁶It is true that the Chardonnet Process is French. But the original Chardonnet Process was not successful! The Germans did develop the process to commercial perfection. America has contributed very little to the problem chemically, but it has developed methods of manufacture which are probably in advance of anything that Europe knows.

gle one of the German substitutes and mechanical and chemical developments. All that are practical are known, are common property. Those who have given way to alarm on the subject may well feel reassured.

The fundamental misapprehension mentioned above which is back of the impression which Germany has succeeded in creating abroad regarding her boasted substitutes lies in the common belief that Germany has been cut off from the sources of supply. As a matter of fact Germany has not been isolated. She has had the resources of Austria-Hungary, Bulgaria and Turkey to draw on, as well as those of Belgium, part of France and successively of Serbia, Roumania and part of Russia, while the neighboring neutral countries have been her economic allies.

In underestimating Germany we have been playing into her hands. Far better would it be to overestimate her than to underestimate; to realize that she has mobilized all her man power and all her brain power for the one sole purpose of enslaving the world, and that a like energy and resolution must be exerted if the democratic nations are soon to reduce her military government to impotence, and bring her people to a recognition of their proper place among the nations of the world.

⁷Before the war the Germans had made the most progress in the reduction of nitrogen from the air. The Birke-land-Eyde plant in Norway, to which the author refers, was bought up by the Badische-Anilin-Und-Soda-Fabrik, and modifications in the manufacturing process made. The Schönherr Process was successfully used for a time. Since the war Germany has developed the Haber Synthetic Ammonia Process. There can be no doubt that forced to use steam-power as she is, Germany must produce her nitrates at an enormous expense. Only by the use of cheap water-power, so abundant in this country, can nitrates from the air compete with Chilean nitrates. Therefore, we may expect to see Germany return to her Norwegian cheap water-power. On the other hand, there can be no doubt that she has made chemical advances in the reduction of nitrogen from the air which will enable her to compete formidable with other nations.

The vital thing
about the "A.B.C."
guarantee is that
it stamps the
"Sterling" mark
on the circulation
of a newspaper.

The Daily and Sun-
day average of the
Brooklyn Standard
Union, six months
to April 1, at 2 cents
a copy is 66,620.



Majorities, in matters of opinion,
are not always right;

But when a majority of the biggest National advertisers use more of *one* brand of cover paper than they use of all other brands combined, it seems safe to conclude that they must have sound reasons for their preference.

BUCKEYE COVERS *lead* because they *pay*—because they are *best* *regardless of price* for most Catalogue, Booklet and Folder jobs.

May we send you the "proofs"?

THE BECKETT PAPER CO.

MAKERS OF GOOD PAPER
in Hamilton, Ohio, since 1848

Member: Paper Makers Advertising Club.

BUCKEYE COVERS are carried in stock by dealers in all principal cities. Your printer knows the nearest.

BUCKEYE COVERS



LINDENMEYR

EXTENSIVE and effective use for all cover requirements has established Buckeye as the standard cover. Advertising men and buyers of printing know exactly what to expect when Buckeye is specified. Printers know that they can produce the desired results.

Wherever you go, you will find numerous examples of the effective use of Buckeye—not only for covers, but also for mailing folders, announcements, hangers, monthly calendars, envelope enclosures and envelopes.

Buckeye in its sixteen attractive colors, four weights and four finishes answers every demand. Its possibilities are unlimited.

Buckeye is stocked in large quantities in our three warehouses ready for immediate delivery.

HENRY LINDENMEYR & SONS

"PAPERS OF MERIT"

23, 34, 36 Bleeker Street, New York
10-12 CLIFFORD STREET
16-18 CHAMBERS STREET
New York
30 AVIARY STREET
London, Eng.

"No Contract—No Fee" Illegal in Getting War Orders

Agents Working on Contingent Fees May Bring Reputable Manufacturers Trouble at Washington

A WARNING recently issued by Attorney General Gregory at Washington has seriously disturbed the peace of mind of certain American manufacturers. Its purport is that "war contracts" must not be sought through agents who operate on a contingent fee or similar arrangement. If manufacturers make use of agents of this sort they are liable to become entangled in the meshes of the law as well as to come into bad favor with the purchasing powers at Washington.

It is by no means strange that this situation should have developed in the way that it has. With derangement in the normal channels of trade, there has naturally been a desire on the part of hundreds of American manufacturers in diverse lines to secure shares of the big Government contracts incident to war outfitting. To fatten upon these business-seekers, there have suddenly sprung into existence at Washington a number of "bureaus," manufacturers' agencies, etc., that have not been in the least backward in claiming special facilities for landing Government contracts. In the advertising literature of some of these intermediaries, now in the possession of the Department of Justice, there are strong intimations of the possession of inside information and special influence. The exploitation finally reached such proportions and the executive departments were so bothered by the solicitation of the contract-hunters that the Department of Justice was impelled to sound a general warning.

Correspondence reaching the Attorney General indicates that not a few reputable and responsible manufacturing corporations have drifted into contact with contingent fee representatives, not through any initiative on their part

but simply because, with at least a passive interest in prospective new business, they yielded to the importunities of "the man on the ground."

The highest court has declared that there is no difference in principle between agreements to procure favors from legislative bodies and agreements to procure them in the shape of contracts from executive officers. Furthermore the Supreme Court has interpreted the "no contract—no fee" arrangement as suggesting an attempt to use sinister and corrupt means. The pronouncements of the Supreme Court on the subject are not confined to recent cases. One of the opinions to which the Attorney General is referring business men was that rendered in the case of the Providence Tool Company v. Norris, a case that grew out of a musket contract obtained by the Rhode Island corporation during the Civil War.

For many a manufacturer, indeed, the severest penalty likely to result from any irregularities in his dealings with the Government would arise from the cancellation of a contract after extensive investment had been made for materials, etc. Uneasiness on this score is responsible for another class of inquiries reaching the Attorney General in numbers almost equal to the letters relative to the activities of manufacturers' agents operating on contingent fees. In the second class are inquiries relative to the problems arising out of cost-plus contracts where a padding of costs has been charged or suspected. In response to such inquiries the Attorney General has written "The contractor may obtain a reasonable price for goods actually delivered and accepted by the Government, but he has the burden of proving what is a fair price."

5½ Million People in the United States Cannot Read or Write English

These folks are buying food, clothing, tobacco, talking machines, motors, electric appliances, household goods and the thousand and one necessities—yes, even the luxuries—of life, straight through the year. And they are not poor folks. They are making more money these days than a lot of us who can “draw rings” around the English language while they are trying to think.

Are you getting your share of their patronage? Unless you're using Poster Advertising, you may be sure you're not. Just remember that an attractive, colorful picture or trade-mark “gets over” and stays put in the mind long after argument and “reason-why” copy is forgotten. Because—from youth to old age we never weary of the lure of color.

And if this holds good with those of us who *can* read and write, what chance have you with that bunch of 5,500,000 people, who cannot, unless you use dominating Posters? Think it over and let us help you with a plan.

IVAN • B • NORDHEM CO.

*Poster Advertising in the
United States and Canada*

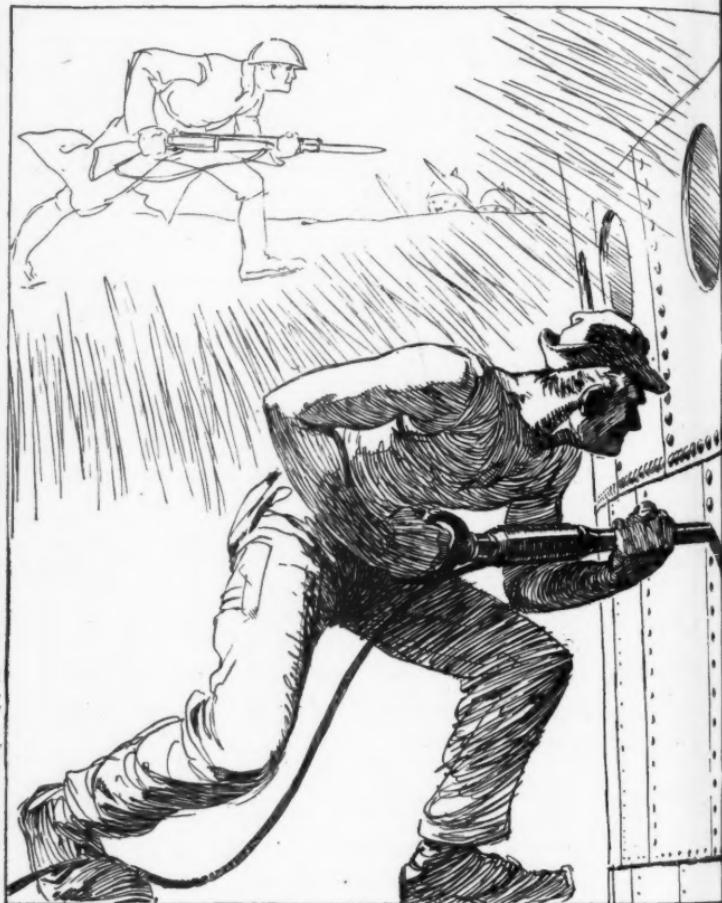
8 West 40th Street - New York City

OFFICES

Pittsburgh
Cleveland

Chicago
Buffalo

Minneapolis
Kansas City



SHIPWORKER: "I'm with you, boy!"

"I have read with extreme interest your article in Collier's entitled 'Wake Up.' I have been attempting for ten months to present to our Shipping Board and to the Navy Department the facts concerning which you write so lucidly."

—From a letter written to Mark Sullivan
by a United States Senator.

Are you edited up to date?
Collier's circulation figures
Our new circulation statement
is just off the press. If you
haven't received your copy
write us for it.

Cooper in Collier's

For the past eight years Fred Cooper's "f g c" has been a familiar signature in the pages of The National Weekly—lampooning our individual weaknesses as well as satirizing our national follies. But now he has a sterner task to hand!

Opposite is a miniature reproduction of a cartoon of his which will appear in next week's—the May 4th—Collier's. It is the first of a series, appealing to labor to do its utmost, and calling upon all America to stand back of its vital war industries.

Appropriately, the first cartoon of the series is an appeal to the shipworker; for Collier's has done more than any other publication—according to Chairman Hurley of the Shipping Board—to stimulate the speedy building of ships.

Cooper, we are glad to say, is one of the men closely identified with Collier's and the Collier policy. In its pages his best work has appeared and will continue to appear.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

More than a million every week

Munsey Bldg. Baltimore

Typical Office Building in the
"Gateway of the South."

18 Stories

500 Offices

Besides Lawyers, Insurance, Real Estate, Lumber, Coal, and Advertising Men, houses the Public Service Commission, the City Club (top floor), Equitable Trust Co., and is the

Home of
The
Baltimore
News



FROM its three double sextuple presses in the subbasement of The Munsey Building, The NEWS is speeded out to Baltimoreans in numbers far exceeding that of any other paper. But the NEWS has something in addition to mere circulation predominance: A paper enough better to attract thousands of new readers every day—NEWS gain 47½% in two years—must have increased greatly the amount of time spent on it by its readers, new and old—else we cannot account for the wonderfully increased pulling power of even small ads in the NEWS.

Average April Circulation 1st to 15th Inclusive

| | | | |
|--------|---------|------|--------|
| Daily | 113,571 | Gain | 10,168 |
| Sunday | 120,845 | Gain | 42,125 |

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

The Littlest Copy-Writer and the Chicken Maryland

A Wistful Idyll of a Great Big Agency

By Bruce Bliven

THIS is the story of the Littlest Copy Writer in the Great Big Agency.

The Littlest Copy Writer stood five feet three in her . . . well, this is not a hosiery advertisement! She stood five feet four, let us say, in her Cuban heels, as she palpitated with embarrassment, beside the big chief's desk, whenever he called for her presence. This was usually to give her orders or to know why, *why*, she had failed to remember that old Mr. Spiffington, maker of Spiffington's Exhilarated Oats, wanted his copy to read "Factory Fourteen Thousand Square Feet," and not "14,000 sq. ft."?

These interviews were infrequent. Mostly the big chief did not know she existed, for she was the newest as well as the Littlest Copy Writer. It was only three months ago that she had walked under the daisy chain, her degree of *Artis Bacheloris* in one hand, her essay on "The World Is My Blue-point Ostreoid Bivalve" in the other, Brynclyffe College's newest-hatched daughter. What? Nonsense! I tell you that girls in her position are *never* called chickens, and if you can't be serious a minute!—

To the Littlest Copy Writer, that graduation seemed ninety years ago instead of ninety days, as she sat at her desk on Friday afternoon in her boxed-off cubby hole and counted her money. "Each of our writers works in his own quiet sanctum where he can blend his personality with that of the product of our client to the best advantage.") The further she went into the recesses of her blue moiré hand bag with her small pink paw, the mournfuler she got. For a nickel and four pennies and a used-up seat check to Ethel Bar-

rymore's new play seemed to be absolutely all that the bag contained.

The Littlest Female Copy Writer, if you must know the whole horrid truth, lived on Sheridan Square, in Greenwich Village. Doing that is something that every young person has to go through, like measles and your voice changing and admiring Tennyson's "Locksley Hall." She had a two-by-once room in a rooming house—the kind where you crouch behind your door, clad in your dressing gown, waiting to charge like the Mad Hussars the minute the bathroom is vacant again.

And she took her meals out in the restaurants nearby, both those with Bohemian atmosphere, and those with food.

And in the Whazaname Advertising Agency, where she was employed, the weekly spectre perambulates on Saturday—just before lunch. Far too late in the day for one to put on her hat, mutter something to the telephone operator about going out "to see a client," and eat a hearty, if somewhat belated breakfast.

NO CHEERY OUTLOOK THIS

No! that nickel and four pennies and Ethel Barrymore check must provide two meals between them, somehow. If one is a man, one borrows; if one is a girl and there are other girl copy writers, one borrows from them; but when one is the only girl copy writer, added to the staff as an experimental whim of the Big Chief's, and resented by the male members accordingly, one can neither borrow from those males, nor stoop to confessing one's plight to a sympathetic but loquacious stenographess. And one has no friends in the big busy

city—which can seem chilly, even in September, if you are five feet three and come from South Dakota!

The future, you will admit, looked black; so you will not be surprised, being an Expert Reader, to know that at this moment the desk telephone rang, and the telephone girl told her in a voice made more piquant by chewing gum and adenoids, that the Big Chief wanted her. So she put the nine cents back in her purse, dropped Ethel in the waste basket, thrust her stubby pencil in her back hair and went.

The three male copy writers were also on the carpet, watching the Big Chief closely so as to be sure to laugh when he thought he made a joke. On the mahogany desk stood a row of four gorgeous fat-bellied tin cans, in wrappers of pale pink paper printed in nile green, with a border of baby roses encircling top and bottom. The printing said in the chaste Della Robbia, that Sniffkins' Chicken Maryland, Ready to Serve, Tickles a Million Palates a Day, Made in Sniffkins' Famous Sunshine-Moonshine Workery.

Then the Big Chief began to enunciate, going into action like a Browning gun showing off before a Senate Committee. "You know how hard we've been going after the Sniffkins account. Today I got the old man to consent to let us submit copy for the new campaign in the grocery trade papers on his new Chicken Maryland. He's crazy about the wrapper on the can, and he wants the ads to play up the attractiveness of the stuff on the grocer's shelf—how it will catch the customer's eye, and all that. He's promised to come in here to-morrow morning at eleven o'clock, and I want each of you to get up the best copy Heaven will let you produce in the meantime. Thasall. Here's a can for each of you to put on your desk, so you can see what it looks like. It's a rotten design, of course—the Mac-Thump Agency got it up—but we won't tell old Sniffkins so for

a month or two; so don't forget to admire the beauty of the wrapper in the copy. Bring me what you do on this, by ten tomorrow. Thasall."

The three males picked up their cans and marched out of the Cemetery (as they sometimes—I blush to tell it—called the Big Chief's office, where so many good ideas had been burned to a crisp). The Littlest Copy Writer picked up hers as well—and it was heavy—and walked out. The Big Chief stopped looking important and intellectual, and began to calculate how much golf he could get in before dinner if he left the office at once. The motto on his desk-pad said "*Do It Now*"; so he did. The telephone girl saw him safely into the elevator, and at once called up her young man for a comfortable chat.

PROVIDENTIAL SNIFFKINS RESCUES OUR HEROINE

Back in her cubby-hole, the Littlest Victim lifted the heavy can to her ear, and shook it. (No! not her ear, idiot!—the Chicken Maryland.) It gave forth a sort of semi-solid sound, if you know what I mean. She surveyed the purse lying on her desk; she thought of the nine pennies, and a gleam of pure triumph came into her eye. We are, say the books on "Winning Success in Your Head"—we are what we think we are. If one thinks one is supplied with a supper, free—then one is! If Mr. Kipling could have seen the cold blaze of exultancy which came into the L. C. W.'s eye at that moment, he would have been more than ever sure that the female of the species is to the male as cyanide of potassium compared to grape juice.

At three minutes of ten on Saturday the lady was hard at work in her den, putting the finishing pats on her Sniffkins copy, when her 'phone suddenly snarled at her. The Big Chief wanted her at once. And her copy.

Nobody ever refuses the requests of royalty. She went.

In the den, beside its usual Bengal inmate, were the three males, and a very large, very pink, white-haired old man with a boutonniere and gold eye glasses. It seemed that this was Sniffkins himself. An hour too early, by mistake. And the Big Chief would have to read aloud to him the new-laid copy of the four underlings, without himself having seen it! Would everybody please sit down?

The Big Chief reads aloud very well, in a voice like sewing machine oil. He picked up the offerings of the four, shuffled them carelessly, and began to read. Nobody would have dreamed that he was excited.

Male No. 1 smokes King Alfred tobacco, and greatly admires its advertising. His copy told Brother Grocer to "stick these snifty big pink cans all along in a row and watch the joy-joy wiggle across Mrs. Customer's face when she lamps them." And more of the same. Sniffkins played with his eyeglasses, but changed his expression no more than an iceberg does floating across Behring Straits.

Male No. 2 believes in Classic Restraint, and Not One Superfluous Word. "Many Grocers," his copy whispered, "are finding the beauty of the package as it stands upon the shelf an added advantage in selling Sniffkins' Chicken Maryland. There's a jobber in your city."

Following which, Sniffkins contributed a few minutes of silence to the conversation, and Male No. 3 was thrown into the arena. He is fond of automobiling, and rides often in a Hendrick Superfluous-Eight (owned by his brother-in-law).

"Seventeen Experts Built This Wrapper," said his copy. "More than 13,000 Grocers Have Attested Its Correct Geometrical Principles of Design. We don't ask you to understand the psychological laws behind its appeal to the Woman-Who-Buys. If you could, you wouldn't be a grocer. Leave that to us, but stock it to-day."

The atmosphere was getting chilly, despite which the Big Chief perspired freely. That girl's copy was all that was left. He started in, though his voice now needed lubricating badly.

I am not going to quote her copy to you here, because if I did you would recognize the account the next time you picked up the *Spinsterial Advisor* to look over the ads and see how much better you could have done 'em.

But I will merely say that she got the idea all wrong. She had managed to stumble clear off the track, disregard all instructions, and had messed up the whole thing. There wasn't a word about the beauty of the can. She seemed, in fact, to have got trade-paper copy mixed up with consumer copy, for her ad told the grocer how good the Chicken Maryland tastes. She described a steaming hot plateful of it, the tender white meat falling into delicious big flakes under the fork, the delicate spices giving a zest to every mouthful which—here, boy! Go out and get me a ham sandwich!

When the Big Chief had labored through this dreadful mistake to the end, silence fell like the black curtain at the end of an Ibsen tragedy, with everybody dead but the stagehands. Sniffkins at last spoke, coldly and abruptly.

"That is not at all what I wanted to get—what I asked for," he rebuked the Big Chief. The latter was stuck. He rolled his eyes at the L. C. W., who gasped, blinked, stood up, and Made a Speech.

ON A FULL STOMACH THE HEART SPEAKETH

"I know it isn't," she said. "But it seems to me, after all, that this is the sort of copy which will prove most interesting to the grocer. I don't believe that the retailer is just anxious to sell goods. I believe he wants his customers to *like* what he sells them. And, therefore, the biggest question in his mind is, 'How will this new product taste? Will Mrs. Smith

enjoy it? Would I want some on my own table?" Of course, the attractive design is an added advantage. I thought I'd mention it in a box in one corner, only I didn't get that part of the ad finished. But the big thing is to make the grocer interested in Chicken Maryland, as—as a *human being is interested in good food*. If you can make him want to eat it *himself*, you'll make him believe that *his customers* want to eat it.

"After all," she was warming up to her subject, and had swallowed the quaver, "after all, why should you regard a retailer as merely an animated adding machine? Why should trade-paper copy harp everlasting on profits? I've known several grocers who had rather tell their customers about something delicious than make an extra nickel! Business men are *human beings*, with families and hobbies and imaginations and—and everything!"

Abruptly becoming scared at her own voice, she sat down, and silence once more ensued.

Sniffkins sat still for a long minute, and then turned to the Big Chief. "There's something in that, what the young lady says," he remarked aggressively. "I've thought myself that our trade-paper copy is too cold, too machine-like. If anybody told me that I care for nothing but the money I make, I would hit him. Yet that's what we've always implied in our copy to the grocer, harping away on quick sales, quick sales!"

"I think I like this young lady's copy," he went on, at which the room turned a somersault before the L. C. W.'s eyes. "You have her write some more like it—five or six; and then send her over to see me. I think maybe we can use this, and then a little later we'll see about the rest of our campaign." He gazed at the L. C. W. with paternal friendliness. "The MacThump Agency haven't got a woman writing copy," he added with apparent irrelevance. At which the three males tried to look happy, but didn't, and the

Big Chief tried not to look astonished, at the unexpected success which was falling in his lap, but did.

"You write that description of the Chicken Maryland with lots of feeling," said Sniffkins to the L. C. W. "You have eaten some—yes?"

"I did once," said the L. C. W. promptly, and added audaciously: "I ate it because I had to. But it's delicious!" The Big Chief was horror-struck, but Sniffkins seemed to like the impertinence. He laughed.

"You describe it vividly, anyhow. It must have stuck in your mind," he commented, "Was it very long ago?"

"No, it was only last night," said the Littlest Copy Writer, and she grinned broadly out of the window, thinking of a joke.

But none of the five men know what it was.

Bosch Magneto Seized by Custodian Palmer

The Bosch Magneto Company, with plants at Springfield, Mass. and Plainfield, N. J., has been taken over by A. Mitchell Palmer, Alien Property Custodian. The directors to be appointed by the Alien Property Custodian will take charge of the works at once and the entire product will be placed at the disposal of the Munications Committees.

Before the United States entered the war, the concern had refused to accept orders from the Allies and after this country declared war it was loath to render any service to the Government in its activities against Germany.

New Publication for Millinery Trade

The first issue of the *American Milliner* has appeared, a semi-monthly periodical published in New York. Joseph Solomon, the publisher, was formerly millinery manager of the *Dry Goods Economist*, and also business manager of the Retail Millinery Association of America. He was also connected for a number of years with the *Illustrated Milliner*, New York.

Death of Charles H. Delano

Charles H. Delano, publisher of the *Cordage Trade Journal*, New York, for the past twenty-eight years, died at his home in Brooklyn, April 19, aged 69 years.

Special Delivery Service to Hasten Direct Advertising

In Certain Cases the Additional Fee of Ten Cents Proves to Be Well Worth While Paying—With Time an Object, Several Hours May Thus Be Saved to Advertisers

ONE effect of the conditions of congestion and stagnation which have for some time past prevailed in the United States postal service is seen in the extent to which business men are turning to the use of the Post Office Department's special delivery service. A fee of ten cents superimposed upon the recently increased letter postage rate might seem to render the cost of this special service prohibitive for most forms of direct advertising, yet reports reaching the postal headquarters at Washington indicate that it is being used to some extent, at least, in emergencies where an advertising message must be quickly conveyed and where the only alternative is the even more costly night letter by telegraph.

A case brought to the attention of PRINTERS' INK as typical of the increasing reliance of advertisers upon Uncle Sam's postal messenger service was that of a house that made the decision rather unexpectedly late in March that all its prices to customers must be advanced on April 1. Owing to the belated decision there was not time to give notification of the changes in list quotations by means of business-paper advertising or even by use of the ordinary postal channels with allowance for the slower transit of letters these days. The advertiser got out of his dilemma by sending a special delivery letter to each customer, giving information as to price revisions.

Bankers, bond dealers and other business men whose office hours are relatively short are relying upon the special delivery service very extensively, especially for

communication between points normally distant in mail time not more than, say, eight or ten hours. Under present conditions letters which would, under former schedules, be safely counted upon to make the journey overnight require, perhaps thirteen hours, and the result is that they miss the first deliveries in the cities of destination. In the case of banks or institutions where the routine calls for the handling of mail during the morning hours this detention of letters until the second or third delivery is liable to cause a delay of twenty-four hours in reply. To get around this many large business houses are sending out scores of special delivery letters daily with the object of catching the first delivery or its equivalent in cities distant not more than say, 350 miles.

Merchandising Standard Not Yet Up to Advertising

MAROA MANUFACTURING COMPANY
MAROA, ILL., April 12, 1918.

Editor of PRINTERS' INK:

The other day I stood in a furniture store and watched a young couple buying furniture for their first home. This was in a small town and they were from the country. But he was a wealthy young farmer and they were selecting the very best.

Among the things were chairs and among the chairs were several upholstered with some kind of tapestry.

The designs on the floor did not suit the young bride exactly and so the furniture dealer laid before them two sets of samples of tapestry.

One set was from one of the leading furniture dealers of this country—a manufacturer whose advertising can be found in the leading magazines.

The other set of tapestry samples was from a concern as yet unknown. But the latter firm had bound their samples in book form under covers and with the edges of the samples nicely trimmed.

The manufacturer who advertises so widely had failed to take the same care. His samples were equally numerous, but were simply secured together by a long staple through one end. The edges were untrimmed and were ravelling out freely. Perhaps the quality of the goods was better; I do not know.

But I do know that the young bride bought from the set of bound samples. She scarcely looked at the samples of the well-known manufacturer. In spite of his extensive advertising, he failed to make the right impression at the crucial moment. He lost the sale.

Jos. A. WORSHAM,
Secy. and Genl. Mgr.

Australian Industries May Organize

A USTRALIA'S manufacturers and merchants have under consideration a proposal for strengthening themselves in markets at home and abroad after the war. As the proposal emanates from governmental sources, it probably has in a measure at least official endorsement. The main features are covered under the following five sub-divisions:

(1) The units of the scheme will be associations representing each industry, composed of all the producers or manufacturers of an industry forming themselves into an association.

(2) There will be a general council of commerce and industry, composed of representatives from the various associations.

(3) There will be a department of commerce and industry, and a minister for commerce and industry. A first-class business man will be appointed as permanent head of this department. There will be joined with him other experts, representing primary and secondary industries.

(4) The science and industry bureau (existing advisory council), placed on a permanent basis and thoroughly equipped and staffed, will be an integral part of the organization, and at the disposal of the department of commerce and industry, and of the various industrial associations.

(5) Trade representatives will be appointed in the principal overseas markets.

In order that there may be a better understanding of conditions that will be faced in foreign competition, it is proposed that the producers of an industry form an association to consider and advise upon the various questions relating to distribution, sales, finance, etc. In the exploitation of markets abroad the association will act through the department of commerce and industry, which is to have trade representatives in foreign countries.

It is proposed that the cost of the organization shall be borne

partly by the commonwealth and partly by the industries benefited, based upon the business actually done. There is to be no interference with the individual producer or manufacturer. He may, if he thinks fit, ignore the recommendations or refuse to be aided.

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During the month of March, according to the report of the Federal Trade Commission, paper for the use of newspapers and magazines was again consumed faster than produced.

The report points out that there was a considerable increase during the month in the percentage of returns of daily papers and in the percentage of free copies of weekly and monthly newspapers and weekly periodicals and magazines.

"The average size of both daily and Sunday newspapers showed considerable increase," it is stated, "apparently owing to the increase in the volume of advertising. On the other hand the average size of weekly, semi-monthly, and monthly magazines showed a considerable decrease."

Cleans Up Twenty-six Varnish Cases

Twenty-six of the original thirty-nine complaints against varnish and paint manufacturers were disposed of on April 19. The Federal Trade Commission ordered the firms "to cease the practice of giving gratuities to employees of customers, prospective customers, and competitors' customers as an inducement to them to influence their employers in purchase of varnish and kindred products."

The gratuities included money, entertainment, liquor, cigars, meals, and personal property. In their answers to the complaints the companies admitted the truth of the charges and asked the commission to rule without taking testimony.

Stencil Machine Company Advertises

The Ideal Stencil Machine Co., Belleville, Ill., has placed its advertising account in the hands of the Anfenger Advertising Co., St. Louis, Mo. Business and class publications are being used at present.

Allsteelequip Co. Makes Appointment

H. Earl Sweitzer, advertising manager of the Appleton Manufacturing Company, Batavia, Ill., has become assistant sales manager of the Allsteelequip Company, Aurora, Ill.

A Woman's Auxiliary has been formed by the New Orleans Advertising Club.

Over-Demand Is Fine While It Lasts—Advertising Breeds Permanent Business

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Was this commodity as "STANDARD" when first placed on the market as it is today?

Naturally not.

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Selling is merely developing the buyer's opinion.

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McGraw-Hill Publications

Serve a Buying Power Aggregating Billions of Dollars Annually

Power

Coal Age

The Contractor

Electrical World

American Machinist

Engineering News-Record

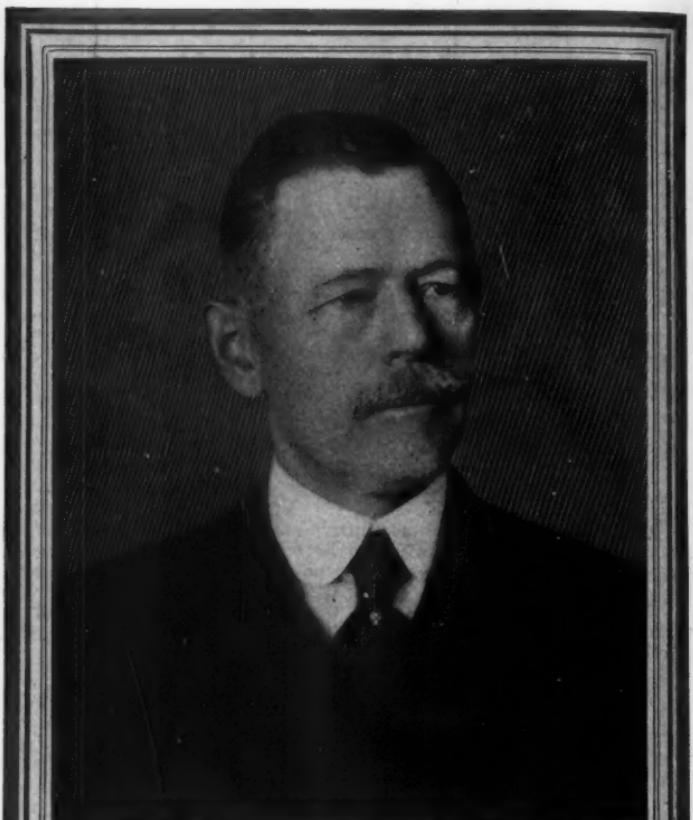
Electric Railway Journal

Electrical Merchandising

Engineering and Mining Journal

Metallurgical and Chemical Engineering

Members of Audit Bureau of Circulations



BUILDERS of AMERICAN BUSINESS

G. B. McCANN, TREASURER OF THE
DAYTON ENGINEERING LABORATORIES CO.

"I have been a reader of *SYSTEM* for the past six years, and regard it as one of our best business publications. It is quite extensively read by several departments of our organization."

G. B. McCann.

NUMBER CXXIX in the series of portraits of readers of *SYSTEM*

"Selling" Prohibition to the Country

Nothing "Long-Haired" About This Business-Like Campaign to Dry Up the Wet States

By Douglas Emery

MANY business men profess a profound contempt for the efficiency of the methods used by social workers, "reformers" and the charity organizers. They feel that these gentry know nothing of real business problems, and are necessarily therefore not possessed of any methods which are worthy of study by a "fatigued commercial individual."

They are wrong. The social worker of to-day is usually a man with a very good sense of business, and he uses high-powered methods in accomplishing his results. The schools which give training for social and philanthropic work have stiff curricula and high standards. Above all, the successful man in this field to-day must know how to *sell*. He must be able, first, to sell his organization and its purposes to the men who are to put up the funds for it; and secondly, he must oftentimes sell the idea as well to those who are to be benefited by it, and who, either through ignorance or prejudice, fail to avail themselves of its opportunities. The hardest-headed business man, therefore, can occasionally sit at the feet of the altruist, and get a fresh slant on his own problems from seeing how community welfare is "put on the market."

An illuminating campaign, from this and other points of view, is that which is now being carried on by the Federal Council of the Churches of Christ in America, to forward the movement for national prohibition. It goes under the general title of the "Strengthen America" campaign, and is only one phase of the temperance work of the Federal Council (which, incidentally, is actively interested in at least a score of other directions). The Council, it might be explained, is a na-

tional organization which represents some thirty denominations, with 140,000 churches throughout the country, and a membership of 18,000,000 persons. Its annual budget is \$200,000. It has no connection whatever with any other organization advocating prohibition except with the various denominational commissions.

Probably many readers of PRINTERS' INK noticed the full-page advertisement of the Strengthen America Campaign which appeared a few weeks ago in the *Literary Digest*, *Outlook*, *Saturday Evening Post* and *Independent*. "This is an appeal," ran the headline, "for everybody to join hands to destroy the liquor traffic forever." Above the signature ran another line which is frequently used by the organization in its advertising: "If you believe that drink does more harm than good—*help stop it!*"

OSTENSIBLY TO GET MORE CAMPAIGN FUNDS

The motive of the copy was to ask for funds with which to carry forward a big nation-wide advertising campaign on behalf of prohibition. "The nation-wide campaign plans are ready," it said. "Weekly and daily newspapers, posters, leaflets and stereopticon slides will be used to convince men and women of the economic loss and social and moral wreckage wrought by the liquor traffic." (The preliminary outline for this campaign was described in PRINTERS' INK for August 9, 1917.)

"This page was paid for by private subscription. With your help the facts can be presented until every soul in America is awake."

This first advertising urged people either to contribute cash, or to buy Liberty Bonds and then give them to the campaign fund,

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|---------------------------------------|---|---------------------------------|
| <i>Power</i> | <i>Coal Age</i> | <i>The Contractor</i> |
| <i>Electrical World</i> | <i>American Machinist</i> | <i>Engineering News-Record</i> |
| <i>Electric Railway Journal</i> | | <i>Electrical Merchandising</i> |
| <i>Engineering and Mining Journal</i> | <i>Metallurgical and Chemical Engineering</i> | |

Members of Audit Bureau of Circulations



BUILDERS of AMERICAN BUSINESS

G. B. McCANN, TREASURER OF THE
DAYTON ENGINEERING LABORATORIES CO.

"I have been a reader of *SYSTEM* for the past six years, and regard it as one of our best business publications. It is quite extensively read by several departments of our organization."

G. B. McCann.

NUMBER CXXIX in the series of portraits of readers of *SYSTEM*

“Selling” Prohibition to the Country

Nothing “Long-Haired” About This Business-Like Campaign to Dry Up the Wet States

By Douglas Emery

MANY business men profess a profound contempt for the efficiency of the methods used by social workers, “reformers” and the charity organizers. They feel that these gentry know nothing of real business problems, and are necessarily therefore not possessed of any methods which are worthy of study by a “fatigued commercial individual.”

They are wrong. The social worker of to-day is usually a man with a very good sense of business, and he uses high-powered methods in accomplishing his results. The schools which give training for social and philanthropic work have stiff curricula and high standards. Above all, the successful man in this field to-day must know how to *sell*. He must be able, first, to sell his organization and its purposes to the men who are to put up the funds for it; and secondly, he must oftentimes sell the idea as well to those who are to be benefited by it, and who, either through ignorance or prejudice, fail to avail themselves of its opportunities. The hardest-headed business man, therefore, can occasionally sit at the feet of the altruist, and get a fresh slant on his own problems from seeing how community welfare is “put on the market.”

An illuminating campaign, from this and other points of view, is that which is now being carried on by the Federal Council of the Churches of Christ in America, to forward the movement for national prohibition. It goes under the general title of the “Strengthen America” campaign, and is only one phase of the temperance work of the Federal Council (which, incidentally, is actively interested in at least a score of other directions). The Council, it might be explained, is a na-

tional organization which represents some thirty denominations, with 140,000 churches throughout the country, and a membership of 18,000,000 persons. Its annual budget is \$200,000. It has no connection whatever with any other organization advocating prohibition except with the various denominational commissions.

Probably many readers of *PRINTERS' INK* noticed the full-page advertisement of the Strengthen America Campaign which appeared a few weeks ago in the *Literary Digest*, *Outlook*, *Saturday Evening Post* and *Independent*. “This is an appeal,” ran the headline, “for everybody to join hands to destroy the liquor traffic forever.” Above the signature ran another line which is frequently used by the organization in its advertising: “If you believe that drink does more harm than good—*help stop it!*”

OSTENSBLY TO GET MORE CAMPAIGN FUNDS

The motive of the copy was to ask for funds with which to carry forward a big nation-wide advertising campaign on behalf of prohibition. “The nation-wide campaign plans are ready,” it said. “Weekly and daily newspapers, posters, leaflets and stereopticon slides will be used to convince men and women of the economic loss and social and moral wreckage wrought by the liquor traffic.” (The preliminary outline for this campaign was described in *PRINTERS' INK* for August 9, 1917.)

“This page was paid for by private subscription. With your help the facts can be presented until every soul in America is awake.”

This first advertising urged people either to contribute cash, or to buy Liberty Bonds and then give them to the campaign fund,

but in deference to the wishes of the Secretary of the Treasury, the future appeal will be for cash only. The Government desires to have all Liberty Bonds remain in the hands of the original purchasers and distributed as widely as possible, instead of piling up in the banks.

Here is what Charles Stelzle, Field Secretary for the Federal Council and general manager for the campaign, has to say about this campaign and its purpose:

"We couldn't possibly have

made a wiser investment of our money than to buy paid advertising space with it, as we did. If I had \$60,000 tomorrow to spend as I thought best, I would put every cent of it into advertising.

"It isn't that I think there is the slightest doubt that the Federal prohibition amendment will be ratified by the required number of states, and that within two years at the most. Even if the prohibition forces should sit down

and fold their hands, I think the logic of the situation will eventually bring about the results we hope to see.

"But from our point of view it isn't enough merely to get prohibition ratified into law. We feel that the people of the country will have to be thoroughly *convinced* that prohibition means national efficiency. We want them to believe from the bottom of their hearts that it is plain common sense.

"If they don't feel so—if the question is forced through to an issue before enough people have thought it over carefully—the 'wets' can set up an agitation for reconsideration of the subject. We want the thing threshed out

now, and then settled. If enough people have studied the facts in the case, not from a sentimental, but from an economic standpoint, there will be no use in the liquor interests trying to bring the subject up again in the future.

"For accomplishing this big purpose of ours, advertising is absolutely the most efficient means there is. It can spread the facts abroad for the world to read and think about, and do it in a minimum of time and at a minimum of cost."

It is interesting to know that the advertisement described did not pull any startlingly large amount of money in direct contributions.

"I didn't really expect that it would," Mr. Stelzle tells PRINTERS' INK. "These are times when everybody in the country has more appeals for his money than he can possibly answer, and some of them, such as the Liberty Loans, Red Cross, Y.M.C.A., etc., are of the

nature that there can only be one response to the request: a full-chested 'Of course!'

"However, our national advertising is, I am convinced, working for us effectively in other ways. For instance, I find that letters sent to individuals requesting financial assistance for our plans, meet with a much readier response since the advertising appeared; and I believe it is due to the fact that this work has put us on the map, so to speak, for a lot of folks who didn't know we existed.

"And there are some interesting by-products of our advertising. Just twenty-four hours after the first ad appeared, a man



POSTER FOR USE OF LOCAL COMMITTEES IN "WET" STATES

wandered into our office and asked for me. He introduced himself, and I recognized his name as that of a famous poster artist with an international reputation.

"I've just read that ad of yours," he told me, "and I want to do something to help along your cause. Could you use some drawings by me in your campaign?"

"I told him he could bet his life we could; and he's making them now."

Not the least interesting aspect of this "Strengthen America" campaign is the way it is linked up with the local appeal in hundreds of communities in the wet states. Just as a wise national advertiser does not overlook the problem of his ultimate distributor, so the Federal Council is keeping always in mind that elections are won and lost in the minds of the common people before ever their ballots are cast.

Therefore, advertising which

averages two columns by twelve inches in size, is now appearing in approximately 1,000 papers about twice a week. The copy for this work is all furnished by the New York headquarters, and written by Mr. Stelzle, and is a vigorous, straightforward attack on the liquor traffic from an economic point of view. He seeks to show primarily that it costs the public more than it returns to them, and that for the individual it is sheer waste. Sentimentalism is, as we have said, carefully avoided.

For example, one of these advertisements for local newspaper use is headed "Liquor and the War." "Food, Labor, Life—these are the chief factors in winning the war—and the liquor men are wasting all three!" says the copy, backing up this claim with the statements that "last year the waste amounted to 7,000,000,000 pounds of foodstuffs," that "300,000 men are engaged in the manufacture, sale and distri-

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

bution of booze," and that "bartenders, brewery workers and waiters in saloons lose an average of six years of life on account of their occupations."

Another piece of copy points out that "we spend two billions a year on drink—just twice the amount of our bill for the support of the Government" (in times of peace).

"Booze drinkers 'toss off' a workingman's home every minute" is the startling title of a third piece of copy in this series, which claims that "We Americans spend \$3,800 every minute of the day for booze."

There are to be 104 ads in this series, at the rate of ten a month, and about fifty of them have already gone out. The insertion of the advertising and raising of funds for this purpose are left entirely in the hands of the local temperance forces in each city, who usually seek to get one business man to pay for one advertisement, or for a group of them.

The original plan, as described some months ago in *PRINTERS' INK*, was for the copy to be inserted through a New York advertising agency, the funds being raised locally, however, as already explained. This plan was found to be somewhat awkward in working out, and the simpler method of furnishing copy for the local temperance workers to use in their own papers at their own discretion, has proved more satisfactory.

This advertising copy service is not the only type of co-operation which the "Strengthen America" campaigners furnish to the local forces in wet states. Twelve posters, 22 by 28 inches, in two colors, have been prepared, and are sold in sets at cost to the temperance workers who wish them, and who then display them in their own cities to the best advantage. One of these posters is reproduced herewith. In most cases the argument on these posters is also of the strictly economic character. "Uncle Sam's Census Figures Say," argues one poster, "that if the money now

invested in the liquor industry were invested in the average American industry, four times as many workers would be employed, four times as much wages would be earned, four times as much raw material would be required. How can more workers employed, more wages earned, and more raw materials required, create a labor panic?"

Thirty small leaflets have also been prepared by Mr. Stelzle for distribution at cost in the same manner. One million of these have already been used, and another million are now going out.

This list of advertising activities in the "Strengthen America" campaign, while not complete, is comprehensive enough to show how the work is going forward; and is sufficient proof that Mr. Stelzle is a firm believer in the use of advertising to explain to the general public a complicated economic argument of the sort which he thinks is vitally necessary for the ultimate triumph of the cause of prohibition in America.

Macaroni Makers Organize

Manufacturers of macaroni, spaghetti, etc., have organized the Alimentary Paste Manufacturers' Association, Inc., with office in New York. Among the objects of organization are the advancement of the general interests of the industry and an intelligent support of the Food Administration in conserving wheat.

The membership is composed, at present, of manufacturers in the East as far west as Pittsburgh, but it is hoped that the western manufacturers will also unite and that a membership of one hundred will soon be obtained. The officers of the association are: T. H. Toomey, De Martini Macaroni Co., New York, president; A. Vermeylen, A. Zerega's Sons, Cons'd, Brooklyn, vice-president; W. A. Schmitt, C. F. Mueller Co., Jersey City, secretary, and G. F. Romeo, F. Romeo & Co., Inc., New York, treasurer.

"Pyrex" Advertising Department Discontinued

The Corning Glass Company, manufacturer of Pyrex glassware and the Conaphore automobile lens, has discontinued its advertising department at Corning, N. Y. The account will be handled by the J. Walter Thompson Co., Inc., New York.

Leslie's has one of the largest gains of the eight periodicals (weeklies, monthlies, and women's) which have beaten their 1917 advertising records during the first three months of 1918.

Of the four going-ahead weeklies, Leslie's ranks second in gain.

Advertisers are showing their recognition of Leslie's 1918 efficiency, as a war-weekly of great interest to its 500,000 families, by making greater use of Leslie's in 1918 than ever before.

Leslie's

Illustrated Weekly Newspaper
Established in 1855

LUTHER D. FERNALD, ADVERTISING MANAGER
New York—Boston—Chicago—Seattle

Buy Another Liberty Bond



(Fifty million reproductions of this Leslie's cover are being used in selling the Third Liberty Loan.)

*"Man's inhumanity to Man makes
countless thousands mourn"*

—BURNS



February 26, 1871

A noted Frenchman wrote:

"It is announced that the Prussians will occupy us tomorrow. Tomorrow the enemy will be amongst us. It is impossible to describe the all-embracing sadness."

HOW would you relish a similar announcement in your morning paper?

It is to avoid the necessity of ever making such an announcement, that Uncle Sam now asks you, again, to lend him money for the more vigorous prosecution of the war

The Kaiser is showing us what the world would be like if Kultur had its way. We see the plight of Belgium, of Serbia, of Poland, of Northern France, of Roumania, of Russia, of even the little neutral nations of Europe.

When a man deliberately defies the law, the guardians of the law put him under bonds to keep the peace.

Uncle Sam means to put the Kaiser under Liberty Bonds to keep the peace. And he expects every loyal American citizen to help him do the job up brown.

You bought a bond of the First Liberty Loan. Then came the second Liberty Loan—you bought another bond. But—



Rob't Burns

10¢ and 2 for 25¢



GENERAL CIGAR CO., INC.
119 West 46th St., New York City

Have you tried one lately?

THIRD * LIBERTY * LOAN

Remember the Closing Date—

MAY 4TH!

237

The Gift that goes with the Liberty Loan

 When you buy a Liberty Bond—even a fifty-dollar one—you are of course helping Uncle Sam. You are doing a fine, real service to your country. You are lending your dollars at interest to your Government.

You are not making a gift. The gift is being made to you.

It is the gift of thrift.

Perhaps you have planned "some day" to start putting money aside for a rainy day. Somehow or other you haven't gotten around to it. Could there be a better time to start saving than in buying a Liberty Bond today on the installment plan? A dollar a week will, at the end of a year, put in your hands a Liberty Bond bearing 4% interest.

Here, truly, is a genuine opportunity to better yourself. Long before the year is up you will have acquired the precious habit of saving. You will have made yourself the "gift of thrift."

Best of all, you will find it surprisingly easy to make a start. Simply go to any bank whether they know you or not. Tell them you want to buy a Liberty Bond and pay for it in installments. Nothing could be easier.

Think this over. Think of those "rainy days" ahead. Start saving now. The time is now. The opportunity offers a personal gain to you.

Doesn't this strike you as good business and good patriotism too?



MANY of our clients have generously given space for war purposes. The above advertisements are two of those prepared by us to help sell Liberty Loan Bonds.

Have you bought enough?

BLACKMAN-ROSS COMPANY

Advertising

95 Madison Avenue

New York

On May 9th
 "Meeting a
 War-time Need."



To Street & Finney

"There is no question but all the copy that I have seen from Street & Finney is distinctive—and the whole substance of it is that it shows one big motive—and that is *thorough preparation in advertising*.

"Some few years ago United Drug Co. engaged a lawyer upon an important case, who had won twenty-one straight cases in the court—most of them having been very stubbornly contested. After he had tried our case for us, we found the secret of his success—and that was his thorough preparation. He went into the most minute details; nothing escaped him, and when he presented his case for us his brief was the very essence of a thousand and one angles of a complicated situation.

"I believe that's what you are striving at—and I believe also that you are working it out."

Yours very truly

J. C. O'Farrell
Treasurer

UNITED DRUG COMPANY

Public Officials and the Newspapers

If Politicians Love to Bask in the Light of the Publicity Newspapers Provide, Why, Oh Why, Do They Want to Put the Publishers Out of Business?

[Editorial in the *Washington Times* of April 16. The *Times* is owned and edited by Arthur Brisbane.]

TO this newspaper, from various Government officials, are sent on an average one hundred requests per day. The requests are all welcome.

Each official gentleman usually would like an editorial and a news story, and a frequent repetition of the same, concerning the excellent work that he is doing "to win the war." We try to oblige all.

We pick up now, signed by Augustin McNally, Director of Publicity, United States Food Administration, this letter, printed gladly.

UNITED STATES FOOD
ADMINISTRATION
New York Federal Food Board
220 West 57th Street
New York, N. Y.
In your Reply Refer to
A. McN.
April 12, 1918.

Chief Editorial Writer.

Dear Sir: On next Monday morning, April 15th, the Federal Food Board, through the Bureau of Transportation and Distribution, will open a potato campaign to induce the public to consume the large quantities of potatoes that are coming into our markets, and by so doing conserve the wheat. This campaign will last three weeks.

We hope to have the hearty support of your News Department, and I am writing to ask if you will not be good enough to call attention to the necessity of this campaign in your editorial columns. I realize that it is inopportune to encourage a campaign like this at the height of our Liberty loan drive, but something must be done if for no other reason than to prevent the enormous waste that will certainly occur if the winter crop is not eaten before the new variety arrives.

Sincerely yours,
AUGUSTIN McNALLY,
Director of Publicity.

We hasten in this conspicuous place to urge our readers to eat potatoes and save wheat and other food that can be transported.

Bake the potatoes, boil them, fry them, mash them, roast them, EAT THEM. Teach yourself to say automatically, "No, no bread—more potatoes, please."

We shall return to this important subject. Now we ask the Government, including the food administration, and the management of railways and fifty or a hundred others, this question:

Why do you spend so much of your time endeavoring to roast, boil, mash, and fry the newspapers?

Never mind the character or value of that miserable worm, the editor. Admit that it was a great mistake for the Constitution to assume that freedom of the press was important or even justifiable.

Admit also, if you choose, that the nation would be better off if ALL newspapers were dead, and no reading matter obtainable except the Congressional Record. Kill the newspapers after the war, if you like, and if you are able. But don't be so anxious to kill the newspapers until you have finished your job of beating Prussia.

What is an official without publicity? He is as sad as the owner of that goose when no more golden eggs were forthcoming.

Officials, politicians, seekers for notoriety that only the newspapers can give you, do not kill the journalistic goose that lays for you the golden egg—notoriety, free advertising.

Twelve hundred newspapers have died in the United States within twelve months—little newspapers, most of them, killed by the high price of paper and by Government enthusiasm in discouraging advertising.

Twelve hundred dead newspapers is a good record for one year. Why not devote the next year to killing Prussians and postpone the rest of the newspaper funerals until after the war?

The Government proposes to charge for carrying printed matter three cents a pound more than the privately owned express com-

panies charge for carrying fresh fish on ice. That is one interesting plan for killing publicity and bankrupting editors.

We receive from a big business concern a letter "Cancel our order for so many thousand lines of advertising. The Government has requested us not to advertise our product."

When a business man announces a certain kind of enterprise, some Government official asks him, "Do you contemplate any extensive advertising?" If the answer is yes, he is told by a doleful official that advertising is looked upon as "rather unnecessary."

This is not a "cry from the heart though the lip may be gay," so far as THIS newspaper is concerned. The *Washington Times* is published in a boom town, the home of the dollar-a-year man, where everybody spends money and everybody makes money.

Here in Washington you fall over money if you are not careful. Unless you happen to be a Government employee of long standing you can hardly help getting rich.

This paper is making plenty of money, is going to make plenty more, and for itself does not in the least care what the Government does about advertising or what it charges for postage. For our circulation cannot be killed by post-office overcharge—our circulation is right here in Washington—and we are as independent as that famous hog on the ice, who said, "If I cannot stand up, I can sit down."

It is not so with thousands of other newspapers. And we say to the earnest official who spends half the day asking newspapers for favors and the other half doing all he can to destroy newspapers:

If you discourage or kill too many newspapers, who is going to help you distribute your Liberty bonds and war stamps that must be sold—if only that your salaries may continue?

And who is going to print the beautiful, patriotic speeches and

letters with which you clog the mails and the trains?

And who is going to tell the people to eat potatoes and save wheat, and save wool, and hate the Kaiser, and fear George Creel, and keep the ten thousand and ten new commandments?

Dear officialdom, you do not know how you would miss, the voice that carries your messages, sings your praises, prints your dull speeches, allows you to go before the public dressed in spotless white, or patriotic red, white and blue.

If the Government, without shuddering, can allow every big graftor and profiteer in the United States to make millions where he used to make thousands, that same Government might permit newspapers to continue making a living—if only for the Government's own sweet sake.

Sears, Roebuck Deny Unfair Trading Charge

Denial of charges of unfair competition, alleged in a Federal Trade Commission Complaint, is made in an answer filed with the Commission last week by Sears, Roebuck & Co., of Chicago.

In denial of the main charge against the firm—that of selling sugar below cost with intent to harass and embarrass competitors—the answer sets forth that these sales were not made to suppress or stifle competition, but wholly for the purpose of encouraging customers to purchase goods in combination to an amount that would effect an economy in the handling and shipping of goods. There was no discrimination as to any purchasers in these sales, the answer says. It adds that the practice has long since been abandoned.

The other main charge denied is that in catalogues issued by the firm it is stated that the quality of goods sold by competitors is inferior and that competitors deal unjustly with their customers.

L. R. Putman Heads New Orleans Club

The New Orleans Advertising Club has elected the following officers: President, L. R. Putman, of the Southern Pine Association; vice-president, E. H. Encke, of the Maison Blanche; secretary-treasurer, G. A. True, of R. H. True & Company; directors, Stuart O. Landry, W. W. Edgerton, T. H. Taylor, A. G. Newmyer, G. W. Reese and James Ewing.

An interesting statement showing the circulation of

The Philadelphia Bulletin

before and after the advance from 1c to 2c a copy

| Monthly Average | 1916 | 1917 | 1918 |
|-----------------------|----------------|----------------|----------------|
| January | 382,175 | 416,647 | 375,486 |
| February | 397,679 | *349,497 | 401,039 |
| March | 408,070 | 363,965 | 409,679 |
| April | 408,593 | 389,734 | |
| May | 395,705 | 370,823 | |
| June | 404,759 | 358,191 | |
| July | 397,053 | 356,167 | |
| August | 398,544 | 351,976 | |
| September | 405,980 | 352,273 | |
| October | 407,693 | 364,637 | |
| November | 415,916 | 366,435 | |
| December | 408,842 | 370,221 | |
| Yearly Average | 402,644 | 367,766 | |

* All Philadelphia papers increased from 1c to 2c a copy.

"That the people of Philadelphia (the third largest market in the United States) and its vicinity appreciate the endeavors of 'The Bulletin' to give them all the news of the day as exactly, as impartially and as unsensationally as it can be laid before them, is attested by the fact that the name of 'The Bulletin' is a household word among them."

New York Office..... Dan A. Carroll, Tribune Building
 Chicago Office..... J. E. Verree, Steger Building
 Detroit Office..... C. L. Weaver, 11 Lafayette Boulevard

"In Philadelphia nearly everybody reads The Bulletin"

A War Platform for Newspapers

The Tremendous Responsibility of Publishers and Editors in Helping to Weld This Country Together to Strike the Final Blow for the Liberty and Freedom of the Race.

By Lafayette Young, Jr.

Publisher of the Des Moines *Capital*

WITHIN the past two years the common difficulties of publishing have drawn the newspaper makers much closer together. I trust it is not too much to hope that the spirit of the times will draw the whole fraternity still further together, to the profit of all, in support of this well-organized, well-managed, but modestly-financed and undermanned bureau.

My invitation to address you carried with it a suggestion that a meeting of newspaper men of such consequence should pause for a moment and contemplate their relations to the war.

There is no longer any doubt as to the war's meaning. We are fighting for our national life. We are fighting for the destruction of Kaiserism and Prussianism. We are fighting that the horrors of Belgium and Serbia and Rumania and Poland may not be repeated over there or over here. We are fighting to preserve liberty and democracy. We are fighting to prevent the enslavement of the human race. And, above all, in conscious idealism, we are fighting to prevent the spiritual destruction of the world.

In this fight there is a great part for the newspaper man. Your influence is wide; your responsibility immeasurable. The country is responsive to your arguments. You can speed up the war; you can kill pro-Germanism and disloyalty; you can secure adequate punishment for the disloyal; you can stamp out poisonous propaganda,

Portion of address delivered at the luncheon of the Bureau of Advertising of the A. N. P. A. on April 24 in New York.

and curtail the freedom of alien enemies. You can make pacifism ashamed to raise its voice; you can drive the German language and the teachings of Germany out of our schools; you can silence the partisan politician. You can ask every day, with Harry Lauder, "What about the boys in the trenches to-day?" You can uphold the hands of President Wilson; you can intensify our love of country by recalling the patience and wisdom of Washington, the charity, gentleness and democracy of Lincoln. You can emphasize the meaning of equal opportunity, and the priceless possession of liberty. You can put a new valuation upon all the blessings of this greatest of all republics. You can do everything in your power to bring victory in the quickest possible time. You can put the same intensity of feeling into this fight as though you had personally visited the western front and seen the abominable wake of the Hun, and had personal evidence of his frightfulness, his ruthlessness, and his treachery. You can see to it that there is no peace, or no thought of peace until German militarism is utterly and totally destroyed, without hope of resurrection.

Burlingame to Leave Morton Salt Co.

C. H. Burlingame, advertising and sales manager of the Morton Salt Company, Chicago, will take a similar position May 1 with the Geiger-Fishback Company, Indianapolis, manufacturer of Virginia Sweet Pancake Flour and other food products.

He will be succeeded as advertising manager of the Morton Company by C. L. Ostrom, Western sales manager.

O. S. McIntyre with Charles William Stores

O. E. McIntyre has been appointed advertising manager of The Charles William Stores, New York. He was formerly in charge of the sales promotion and editorial department of Sears, Roebuck & Company, Chicago.

New Tractor Paper Coming

Commencing in July, the Chilton Company, Philadelphia, will issue a monthly publication for the tractor trade, to be known as the *Chilton Tractor Journal*.

Half Year's Gain

THE DELINEATOR shows an increase in advertising lines for the first 6 months of 1918 over the same period in 1917 of

26%

| | |
|--------------------|-------|
| January | 27.0% |
| February | 21.4% |
| March | 23.6% |
| April | 13.4% |
| May | 18.6% |
| June | 60.6% |

Every month except March was bigger than any corresponding month in the history of the magazine.

The
Delineator
No Mail Order Advertising Accepted

To Publishers at the Convention

Consider your national advertising: Does your special representative actually *know* from first hand observation changing conditions in your community? Does his *entire staff* know these conditions from having *personally visited* your city? Or are these personal visits made only by "the boss"? Does *he* call upon you frequently enough? Are you getting the national advertising that the importance of your market and paper should command?

An Invitation

This, Mr. Publisher, is a direct invitation for you to introduce yourself to us. You are interested in *good* salesmanship, *real* representation. Investigate the Katz organization with ten proved salesmen, offices in New York, Chicago, Kansas City and even in San Francisco.

Investigate Our Pacific Coast Proposition

Big business is developing on the Coast. We know the territory. Magazines now have practically a monopoly of the advertising. Our San Francisco office is selling advertisers the value of *newspapers*. We are pioneering. We are investing our time and money against our vision of a bright future.

We offer Pacific Coast representation without interfering necessarily with a publisher's eastern or middle-western representatives.

More Than Simply a Seller of Space

We have introduced ourselves to you through a series of advertisements in Printers' Ink, through booklet analyses, written and printed by us, of some of our cities and papers. You appreciate

how we develop fundamentals; how we do more than act as simply a seller of space.

Comparison

Perhaps you have not the remotest idea of changing representation. Let us have a talk anyway. In our public announcements you have already read our recommendation to stand by the representative who is serving you *well*—the representative who continues to hold your paper through more than sentimental or cut price reasons—to stand by the representative who, though he may have been representing you for many years, has *not* gotten into a rut; who has been able to keep abreast of the times.

Have a Talk With Us

If you are in New York for the convention, why not have a talk with us? You have met us through the printed word, now meet us personally. We sell a quality product. The basis of our success is sincerity. We take a broad view of representation. We sell an advertiser the possibilities of a market and show how our newspaper—and our competitor too, if you please—fits into the situation.

Our salesmen *know*, from personal visits, changing conditions in our cities. We supply *first-hand*, up-to-date information. *We get the business.*

Please telephone us or call unannounced. Why not make a memorandum *now*—

Telephone—8660 Madison Square.

15 East 26th Street, between Fifth and Madison Avenues
New York

E. Katz Special Advertising Agency

Established 1888

New York Chicago Kansas City San Francisco



CUSTOMERS

**Who are waiting
for you to speak**

THE trade of the world is at our doors. Cables and fast liners have made neighbors and customers to whom many American manufacturers have not yet spoken. Your message must be given to them in their own language and *their own way*.

This is the function of Critchfield & Company's Export Service—practical, experienced, and thoroughly equipped. Its value is attested by our clients. No obligation is implied in consultation with us. Let us counsel with you on your export opportunity.

CRITCHFIELD & COMPANY

Brooks Building, Chicago

New York Boston Minneapolis Detroit



The Part Location Plays in Making Sales

A Brief Analysis of the Factors That Make a Location Valuable

E. PITTSBURGH, PA., March 27, 1918.

Editor of Printers' Ink:

Do you believe that a dealer who is on the second floor can sell for less than one on the first floor? Why?

S. J. HEIMBUECHER, JR.

AT first blush this question may seem to be one of purely retail interest. Really, however, the subject of location is a most important factor in distribution, and is worth the study of anyone engaged in selling. The chains and other progressive retail establishments have analyzed this subject so thoroughly that in the last few years the locating of stores has become a science in itself.

One might say offhand that whether or not a second-floor store can sell for less depends on whether or not it is dependent on transient trade, but there are so many angles to the question that it is dangerous to make generalizations. Location enters very materially into the retailer's prospect of success. This has always been so. All through history shop-keepers have sought stalls in the busiest market places. Until the rise of long distance selling, such as advertising and cataloguing, the personal contact was necessary in making a sale. Hence the more people the seller could come in contact with, the greater his chances of doing business. Since a vast proportion of all sales to the ultimate consumer are still made through personal contact, the question has lost none of its importance. In fact the steady increase in population makes it more important each year.

The more progressive merchants, especially the managers of the chains, believe that it is necessary to get the very best possible locations, cost what they may. Given the location, they feel they can do the rest. The high rental does not bother them. They

know that the opportunity the location gives them will more than make up for what seems like a suicidal rental. Experience has shown that these merchants are working on sound principles. They have found that, other things being equal, the rent item in the expense account should not be any higher in the best location than it is in the poor location. In fact, it may be lower.

We know a specialty dealer in a Western city, who for many years was located on a side street. He naturally had a low rental. It amounted, however, to four per cent on his sales. This man advertised extensively that because of his cheap location he could sell for less. He sincerely believed that he could. Finally he was induced to open another store on the best street in the city. For about the same size room, in this new place he had to pay a rent that was twelve times greater than what he was paying on the side street. At the end of the year, however, he found that the rent was only three per cent of the sales. What he should have advertised in the past was that his poor location compelled him to charge more for his goods.

DEPENDS ON THE BUSINESS SOUGHT AFTER

The theory that a cheap location is an asset has been exploded time and time again. The fact stands, nevertheless, that there are certain kinds of stores that cannot afford an expensive location. In many cases their business is of such a nature that a location out of the beaten path is quite satisfactory. This is the situation with many little specialty shops that are not dependent on a steady flow of shoppers. They have a personal following, whose patronage can be relied on,

despite the location. Shops of this type, neighborhood stores and all those retail establishments whose business is not primarily the result of their locations may be able to sell for a little less, but usually their sales are so comparatively small that the cost of doing business may be just as high as that of the store on the main street.

It should not be assumed, however, that second floor stores are necessarily in cheap locations. Usually a merchant that locates off the ground floor selects a building that is close to the heart of the shopping district. He appreciates the advantage of being near the center of traffic, and not being able to rent a street store he does the next best thing which is to move up-stairs. The question, therefore, reduces itself as to whether a merchant so located can sell cheaper than his neighbors underneath or those located in outlying districts. Here again so many factors enter that it is hard to arrive at a clear-cut con-

low the street rents for \$1,500, and another one in the same block that is five steps above the street rents for \$1,800. Even one small step is too much of an obstacle for the person in a hurry to overcome. Such a slight matter as doors that appear small have been found to keep folks out of a retail establishment. Getting people to visit their upper floors is always a problem with department stores. Even elevators do not fully solve the difficulty. Some time ago the Otis Elevator Co. found in an investigation that 53 per cent of a certain store's patrons went above the ground floor where escalators are in operation and only 28 per cent in certain stores where there are only elevators and stairways. The way that department stores charge their rent shows the relative importance that they give to their various floors. The following rent apportionment table, taken from Paul H. Nystrom's book, "The Economics of Retailing," is illuminating:

| Store No. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|------------------------|----|----|----|----|----|----|----|----|-----|----|
| Basement | 35 | . | 25 | . | 15 | 10 | 10 | 15 | 12½ | 15 |
| Main Floor | 65 | 65 | 50 | 60 | 45 | 45 | 50 | 40 | 35 | 35 |
| Second Floor | . | 35 | 25 | 30 | 25 | 25 | 20 | 20 | 20 | 20 |
| Third Floor | . | . | 10 | 15 | 10 | 10 | 15 | 15 | 10 | 10 |
| Fourth Floor | . | . | . | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| Fifth Floor | . | . | . | . | 10 | 10 | 10 | 10 | 10 | 10 |
| Sixth Floor | . | . | . | . | . | 10 | 10 | 10 | 10 | 10 |

clusion. If his trade is composed entirely of what we might call a clientele, that comes to him because of personal service, the chances are he can sell for a little less than if the same business were on the ground floor. But if he is anyway dependent on transient trade, it is not so easy to decide. He will always find it difficult to get people to go up-stairs. A store must look easy to enter or many persons will not visit it. The United Cigar Stores, F. W. Woolworth Company and several other organizations will not allow steps in front of their stores. A store on the street in a certain section of New York rents for \$3,000 a month. Across the street a store five steps be-

All this evidence seems to be against the second floor store, but it is not so bad as it seems. Department stores place on their first floors the kind of goods that are likely to appeal to shoppers. They put on the other floors the sort of merchandise that people especially go to the store to buy. A good portion of those who visit the ground floor are only "lookers." They have no intention of buying. Most of those who take the trouble to travel to the upper departments are likely to be buyers. On the lower floor, the crowds make it more difficult to wait on people. It is a hard place to practice intensive salesmanship. On the other floors, it is easier to serve prospective

customers properly. Here the average sale is likely to be much higher. Too many people in a store is as bad as too few. When a crowd packs the aisles of a store, it hurts business. Recently the owner of one of the corners on 42d Street and Fifth Avenue, in New York, asked to have his tax assessment lowered on the basis that the crowds that pass this corner actually hurt the value of the property and make it harder for the retailers there to do business. This man's claim is contrary to all precedent, and we believe that it was not granted. It is true, nevertheless, that many specialty merchants prefer not to cater to crowds. They figure that they can get all the business they want, give better service, and do it at less expense by locating a few paces away from the main thoroughfare. Their prospects for business do not justify them in leasing the more expensive locations. Some of these merchants, because of their ability, will be able to sell for less. Others will not be able to do so. PRINTERS' INK is not able to lay down any general rule. It will always be determined by the personal equation and that is too uncertain to estimate. Even if this weren't true it would be a hard matter to decide anyway, because we are really trying to compare two entirely different systems of retailing. Things unlike each other cannot be satisfactorily compared. Usually stores that locate upstairs could not be successfully run on the ground floor in the same location. The reverse of this is also true.

It must be remembered that other expenses are likely to raise in sympathy with rent. When a merchant takes a high-priced location he has to hustle to make it pay. Better locations demand better salesmanship and better methods all around. If these methods do not bring the necessary business, forced merchandising, such as cut prices, loss-leaders, extravagant service, etc., may have to be resorted to. Location, alone, does not assure success.

In studying this complicated problem of location, the one fact that stands out clearly is that the "better mouse trap" tradition has been discarded. Wherever the merchant is located he will be better off if he advertises. Advertising frequently can make a bad location good, and still more frequently it makes a high-priced location profitable.—[Ed. PRINTERS' INK.]

Lyon Fair May Be Annual Event

The authorities of Lyon, France, are planning to make the city's sample fair a permanent annual feature. Plans have been made for a great exhibition palace, to cost \$60,000,000.

This year's Fair attracted buyers from all parts of France and even from Switzerland, Spain and Portugal. The total number of firms participating amounted to 3,176. Of these 2,293 were French and 130 British, the rest being other foreign firms. The total of American concerns is given as 543, but this apparently includes firms grouped under different agencies, the individual representations being much smaller.

In the main, American manufacturers who were represented had to be content to show catalogues, because of difficulties of getting the samples of their products across the Atlantic. U. S. Consul John Edward Jones had the catalogues of 5,421 American firms on file and dealt with a very large number of inquiries for American goods of all descriptions.

Grocers Seek Larger Volume Sales

A co-operative advertising campaign for the purpose of educating the public to buy groceries in volume, in order to reduce handling cost and eventually to bring about lower prices to the consumer, is being planned by grocers of Cincinnati, organized as the Retail Food Dealers' Association of the Chamber of Commerce. H. Serkowich, secretary of the Association, is chairman of the committee in charge. It is planned to use space in Cincinnati newspapers during the campaign, which has not yet been fully arranged in detail.

A. C. Gilbert in Club Work

A. C. Gilbert, head of the A. C. Gilbert Company, toy and electrical goods manufacturer, has been elected vice-president of the Publicity Club of the New Haven, Conn., Chamber of Commerce.

Working Together for Better Color Results

Experiences That Show There Can Be Co-operation in Assisting All Processes of Color Work to More Effective Ends

JUST how much each man can help the next in line to bring about a better result in reproducing an original drawing whether in black or colors was the substance of a talk by M. A. McKee of C. B. Cottrell Sons & Co. before the Club of Printing House Craftsmen in New York City last Thursday. Mr. McKee's talk followed one by Ben S. Nash, of Frank Seaman, Inc., last month, on the subject of color standardization, which was printed in *PRINTERS' INK* and has caused much comment.

Mr. McKee, who is the inventor of the McKee four-color process press, backed up from his own experiences Mr. Nash's contention that a great deal might be done in improving conditions that now tend to make trouble if the various groups represented in the process of bringing out a color page could recommend back to the group immediately preceding suggestions for eliminating sources of trouble that seem most common.

"The time is coming," said Mr. McKee, "when each skilled man of one branch will know something about the limitations of some other branch, limitations that he may be the cause of, and perhaps can, through some effort of his own, help solve. It is only through this kind of intermingling that we can ever make any advance. It is absolutely necessary that an etcher know why an etching he has just made cannot be molded without extreme difficulty. It is absolutely necessary that an electrotyper know why a pressman has had his skill taxed to the limit to get any acceptable color printing value at all from a set of electroplates he has just made."

Speaking of the original source of the ad as a frequent starting point for trouble, Mr. McKee has these comments to make:

"I know of a case where an advertising man's client brought him a blue-print of some silverware. The original negative was not at hand. The blue-print was used; it had to be. The halftone negative maker had to use a color screen and a fresh chromatic plate.

"I know another case where the client furnished an amateur photograph made on Velox paper, and requiring an enlargement.

"Another source of trouble is where an advertiser accepts an original which had once been used on a printing press and abused at that. The plate in question had a vignette, which was troublesome in printing, so some one had taken a hammer and punched and knocked it down. It was cheaper than making ready. If I were an advertising manager I never would accept a cut unless the dead metal was left on the halftone. You have no idea of the value of this to the molder in the foundry. This is equally applicable to black as well as color plates. If the advertiser is to send electrotypes broadcast for use in distant publications, the dead metal can be easily and quickly routed away, and this slight routing expense is more than offset by ease of molding, and the protection it affords to any delicate vignette.

"Still another source of mischief is that an ad man does not educate a client properly to read proofs. This invites faking in proving. I would a thousand times prefer an honest proof than a beautifully pulled up piece of art.

"Often the ad man will show his client a proof pulled on plate paper. If the client is not practical, he is disappointed with the final result. Just think of working up a set of four color-plates, separating the color values, and etching printing values, all the time using fine-surfaced, clear-

The New York Times

Circulation

Average for six months ended March 31, 1918

352,794 copies

Advertising

Nineteen-seventeen

12,525,898 agate lines

*Three months, 1918

3,106,112 agate lines

**The only New York morning newspaper to record a gain*

Owing to the demand for advertising space in the columns of The Times, it was necessary to omit on Tuesday of last week 23 columns; Wednesday, 23 columns, and Thursday, 13 columns a total of 59 columns of advertising (17,464 agate lines) to make space for 17,464 lines of news of the war of the world, a considerable part of which cost The Times \$2.00 per line for transmission by cable.



Signs the Big Newspapers Buy To Tell Their Story

Newspapers—the big dailies with advertising of their own to sell—are using Flexlume Oplex signs to tell their story.

Their owners know that electrical advertising attracts attention, and that of all signs Flexlumes, with their snow white, raised glass letters are the most distinctive, that they have double value because they are day signs as well as night signs, that Flexlume interchangeable letters make it possible to flash the exact circulation figures on the street each day.

At a daily cost of only a few cents, *your* store front, *your* dealers' store fronts can have this force of electrical advertising—the Flexlume kind—harnessed to your merchandizing. Before the summer evenings come Flexlume Oplex signs can be flashing out *your* trade name in its own distinctive lettering to catch the eye of the thousands who pass each hour. Signs like this tie *your* advertising to the location.

Won't you let us send you the Flexlume book "Twenty-four Hours a Day" and a sketch showing how your sign will look?

The Flexlume Sign Co., **ELECTRICAL ADVERTISING**
1439-1446 Niagara St., Buffalo, N. Y.

Pacific Coast Distributors:
Electrical Products Corp.
641 W. 10th St., Los Angeles, Cal.

Canadian Distributors:
The Flexlume Sign Co., Ltd.
St. Catharines, Ont.

white paper, when the plates are finally used for printing the bulk product on a blue-white paper.

"It is surprising how a different shade of paper changes the balance of color. I will never forget what a shock I had once on a job in which I was thoroughly interested. When I stepped back of the press, the paper was running a little more toward the blue tone than the bulk of the supply, and the result was surprising, to say the least. The yellow ink was thrown toward the greenish tone, the red toward purple, so much that I thought there had been an ink change.

"So always prove on the paper to be ultimately used.

"Don't have a vignette in all four colors. It's hard to maintain a uniform color effect in such delicate areas and tones. The slightest increase of surface level of one color-plate will alter the whole color effect. It cannot be locked on again exactly as it lay before.

"Send a man to call on clients who is not afraid to call his soul his own. If a client commences to mark the impossible on a set of color proofs, he should be told when the effect he is suggesting is not possible. If a man keeps saying 'Yes, sir; Yes, sir,' he comes back to headquarters with 'Yes, sir' mixed in his expression. Then the engraver has to struggle with the impossible, ending in plate alterations, and reproofing expense. When the ad man and his artist know there has been made a perfect drawing and an honest division of color values, it is up to him to stand up and say so."

On the subject of engraving the speaker said that it would often pay an engraving establishment to investigate why certain jobs are turned down as unsatisfactory. "There was a time not so very far back," he said, "when an engraving establishment depended more on the prover to convince the customer that he had a thoroughly practical plate than on the negative man or etcher. Proving in those days was an art. But the

test of an etched plate is, will it stand molding and pass through a sieve with a bench man? It is absolutely necessary that a photographer and etcher know what the melder in a foundry is up against. They should know what quick, speedy, long-run make-ready means and what relation their efforts have to foundry and printing conditions. I firmly believe in a close intercourse between any important expert, be he negative maker, finisher or pressman. For every dollar's worth of time devoted to finding out why an original he has turned out is turned down there will come back a ten-fold benefit to the establishment employing him."

WHY RESULTS VARY EVEN UNDER BEST WORKING CONDITIONS

Mr. McKee next touched on some experiences he has had that show the importance of a closer co-operation to obviate some of the losses that not uncommonly take place in the course of a color printing job. Continuing, he said:

"There probably is no establishment in this country or the world where comparative results can be watched better than in the Curtis Publishing Company of Philadelphia. If an investigation proves the original is at fault, it is not condemned without a hearing, and the final placing of blame often narrows down to complications hard to control or seemingly hard to adjust.

"But are they hard to adjust? I do not think so. I have often found that an engraver's excuse for such-and-such a result goes back to the artist who made the drawing. The Curtis Publishing Company today is handling an enormous amount of four-color work, operating twenty so-called four-color McKee presses and about forty two-color web presses. These machines are crowded to the limit, running day and night. The editions of the *Ladies Home Journal* are handling anywhere from twenty-four to thirty-eight pages of four-color work, and advertising represents thirty out of those thirty-eight pages. The run

is close to 2,000,000 a month, with the *Saturday Evening Post* about 2,000,000 a week. Experiences gained in handling this vast amount of color work vary greatly. Some pages go through with a very satisfying result, with easy manipulation, while others raise hob. Now, why was it easy to get acceptable results on one page with a minimum of effort, while another is hard, even with maximum effort?

"In the first case there was a correct color division and when the originals were made there was very little correcting. They were probably accepted by the advertiser with but two provings. The hard page would be one with poor color division, extreme correction of color balance, etched, burnished, charcoal and re-etched again even in the burnished parts, and proved six or seven times. In four out of five cases of the hard-to-handle pages either the advertiser or the customer or the artist tried, or wanted to try at least, to depart from the original drawing.

"Both these two pages referred to were printed on the same sheet. It furnished an opportunity for comparing correct manipulation with over manipulation. The over manipulated page had this to contend with; the relief surface of the red plate was shy in texture. The blue plate had too great a percentage of its surface in relief. When run on the presses the red plate had to be flooded with red ink, while the blue had to be run with a starved amount of ink. The result was, the surface of the paper was over-primed with one color and under with another, resulting in a predominating red tone so often noticed in color work.

"The above experience served as a splendid lesson of incorrect color division at the start, the resorting to excessive manipulation making the electrotypes hard to mold, and taxing the pressman's skill to get anything like an acceptable result. Back of all the steps or processes which this experience outlines the original error or fault began with the drawing. It was not correct

as to color, so the engraver was asked to depart from it. Then began mischief and a series of troubles ever after.

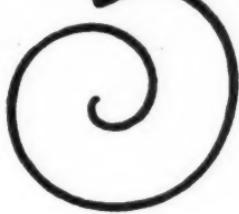
"A false start with a negative means troubles and tribulations all along the line. A parallel illustration would be to discover a typographical error in eight or twelve electroplates after they had been placed on the press. What a vast amount of work, delay, and expense would be saved if the error had been fixed in the original plate.

WHAT KIND OF LIGHT?

"Finally, I wonder if color work has been thought of from this point of view; that it is looked at more under an artificial light than by daylight? All criticisms of drawing, making of originals, regulation of color balance while printing are all done in strong daylight, or the nearest approach to it with an artificial light; yet the product is looked at by two to one persons at lamp light. Yellow is absorbed in an artificial light. All color printing looks too red at night. If a color-printed page is in balance in daytime, it's out of balance at night time.

"Two years or more ago I spoke of this to a large user of color printing and made the suggestion of throwing in a fuller mixture or balance of yellow, pointing out a case which happened to be at hand. There is a complete illustration of this departure being executed today, and the yellow effect is not at all objectionable in daylight, and quite effective in a night light. This yellow balance is particularly effective with carpets, swatches, reproductions of food, etc. What would a pickle or a muffin look like if but a scant yellow balance is regulated under strength of daylight? What would a Rubens or a Rembrandt look like if the flesh tints so full of yellow balance were starved of that tone peculiar to those great artists? What would their priceless pictures look like in an artificial light? I hope to live to see the day when we will get away from such a beefy look in our color work."

cuts that sing —





this halftone will sell goods
— it sings!

standardize
your printing paper
that's the sure way to make cuts sing!

This year make the experiment of using Warren's Standard Printing Papers for all your work.

It will pay in several ways—

In the first place, it saves the time and perplexity of shopping.

It helps your artists and engraver if they know exactly the texture they are working to.

It helps your printer because Warren Standards go through the printery with the least trouble.

It helps you to put certainty into your work—to *know* beforehand the results you can count on.

With the sumptuous Warren Suggestion Book before you, it is an easy task to select exactly the stock that will make your cuts sing.

The Warren Suggestion Book is a treasury of help and inspiration. Sent to buyers of printing, to engravers, printers, and their salesmen.

S. D. WARREN & CO.

200 DEVONSHIRE STREET BOSTON, MASS.

Constant Excellence of Product



PRINTING PAPERS



CAMEO

PLATE COATED BOOK

White, Ivory and Sepia — Dull Surface

CAMEO PLATE POST CARD

Ivory and Sepia — Dull Surface

CAMEO COVER

Ivory and Sepia — Dull Surface

LUSTRO SUPERFINE COATED BOOK

Glossy Surface

WARRENTOWN COATED BOOK

Glossy Surface

CUMBERLAND COATED BOOK

Glossy Surface

SILKOTE—DULLO-ENAMEL

White and India — Semi-Dull Surface

PRINTONE

Semi-Coated for Halftone Printing

Glossy Surface

ARTOGRAVURE

White and India Tint

Eggshell Finish for Offset Printing

OLDE STYLE

White and India Tint

Watermarked Eggshell Finish

LIBRARY TEXT

Fine English Finish

BRITANNICA INDIA

For Thin Editions

CUMBERLAND SUPER BOOK

CUMBERLAND MACHINE BOOK

Fake and Genuine War Interest in Copy

Neither Civilians Nor Soldiers Like to Have Patriotism Lugged into Advertising

By Maxwell Droke

IT strikes me that some of us are carrying this "war interest" copy just a little too far. I believe that Uncle Sam is much too fine and distinguished an old gentleman to be mixed up with soap and succotash advertising. And Old Glory has no place in a sardines campaign. Let's keep even a reference to such things out of the advertising pages.

Since the sixth day of April, 1917, I've seen at least forty-one miles of khaki-clad youths marching away through the magazine pages in the general direction of France, to say nothing of oodles of eagles (presumably of the screaming variety) perched upon stars-and-stripes shields. And the headlines! How the copy writers do love to play with these words, "Uncle Sam," "Freedom" and "Democracy." And the saddest part of it is that the articles advertised have absolutely no connection with the war. The advertisers have simply gone out into the highways and byways and dragged in the war interest for effect.

The excuse is that "everybody is interested in the war." Of course we *are* interested in the war! But America has passed the flag-waving, "hip-hip-hurrah! three-cheers-for-our-side" stage of the conflict. Last spring we used to walk three blocks out of our way to cheer the stars and stripes. Nowadays, we are too darned busy fighting for that same emblem to waste time in vocal exercise. It's a good sign.

The stay-at-homes of the United States of America have a covenant with hundreds of thousands of soldier boys—a covenant to "carry on," come whatever may. And that covenant has lifted war from an avocation to a vocation. War is our business nowadays, and a mighty serious business it is.

There is scarcely a home in any community that has not a representative in training camp or trench. When Dad has said his last farewell, and watched the soldier boy march away, with head thrown back and shoulders squared, the war from that time forth is literally *his* war. And do you think that you can attract his attention and hold his interest with a bit of paltry, irrelevant "war-interest" copy? Forget it. Dad doesn't want his patriotism mixed with office furniture or barn paint. Such advertising doesn't set well with him. And, Mother, bless her heart, is not a whit less sensitive. Better keep the stars-and-stripes, eagles and fan-fare out of household advertising.

THE SOLDIER BOYS WON'T FORGET THE WAY YOU ADVERTISE

Then we must consider the soldier boys themselves. For they represent hundreds of thousands of potential customers and these boys still have time, now and then, to read the magazines. True, most of them are now or soon will be "somewhere in France." But one of these days they are going to be "somewhere in Germany" and don't you forget it. Better days are coming; there never was a cloud big enough to hide the sun forever and ever. Our boys are coming back victorious. If you believe in the accumulation of good will (and if you don't, you've no business advertising anyhow) consider well your advertising from the soldier's viewpoint, and when in doubt fall back upon your conventional, everyday appeals.

PRINTERS' INK has already related a number of inconsistencies in periodical advertising of a military trend—a mistake in uniform,

insignia, or the wording of copy. Trivial things, we may consider them, and yet we must admit that it doesn't particularly help an advertiser's case to have his supposedly sublime creations held up for ridicule or laughed to scorn.

Even where there is a perfectly legitimate opportunity for "war-interest" copy the effect of the entire advertisement is often ruined by improper or unnatural presen-

Razor in its Military Kit." Tell me, folks, is that a *natural* sentence? I'll leave it to the young members of our audience who have recently kissed and been kissed under similar circumstances. Ah! the "nays" have it by an overwhelming majority.

Yes, I'll admit the allegation. I am interested in the war—interested to the extent of reading every thing I can get hold of on the subject, subscribing for Liberty Bonds and contributing to the Red Cross. But for all that, I am *not* interested sufficiently to read and heed an advertisement for Somebody-or-Other's Hair Tonic, just because there chances to be a soldier boy or so worked into the illustration, I might be ever so much interested in hair tonic, but I feel sure that I would go out of my way to look up some other brand of hirsute help. When a copy writer can't think of any real commonsense sales points for his product and is forced to fall back upon a poor, overworked thing like the war for his inspiration, right then and there my suspicions begin to arise.

The - Man - Who - Has - Been - Through - The - Mill and I were standing before the show window of a prominent tailoring establishment in a Mid-

Western city. While we were endeavoring to decide on the fabric for our respective fall suits, one of the employees entered the window with a huge placard which he placed in a prominent position, and, after contemplating it admiringly for a few moments, he retreated to the interior of the store. Naturally, we stepped around to the other side of the window to get a better view of the card. 'Twas then that The-Man-Who-Has-Been-Through-The-Mill said quite emphatically, "I've seen some pretty rotten stuff pulled in



Keep your Kodak Busy.

"The Army lives on letters" is the way the boys at the front put it. And when those longed-for envelopes with the home town post mark contain pictures of the home folks and home doings, they go far toward making lighter hearts and happier faces.

Keep your Kodak busy for the sake of the lads in the trenches, the boys in camp and on shipboard. Help keep tight the bonds between the home and those who are fighting for that home.

EASTMAN KODAK COMPANY, ROCHESTER, N. Y., The Kodak City.

A DIGNIFIED USE OF THE SOLDIER APPEAL

tation. Take a recent bit of safety-razor advertising as an example. A wonderful opportunity, you'll agree, to inject the true military atmosphere. And yet that ad featured a picture of a young girl bidding her soldier lover a lingering, fond, farewell. Her arms are about his neck, and a neatly boxed safety-razor is plainly visible in one hand. Can you imagine such a scene? And hearken unto the fair creature's parting message, "Take this (business of implanting affectionate kiss in most convenient spot) and the So-and-So

my time, but that's the first time I ever saw a high-class business house spring anything like that."

The placard which had aroused his ire bore a large picture of Uncle Samuel in conventional costume, with these words:

"We didn't make this fellow's suit, but we make 'em that last as long. Enlist your order with us now."

Did we enlist an order? We did not.

Others take the same view of the matter that I do. Read this letter from a Chicago advertising man, which enclosed a clipping of an advertisement of a well-known cigar:

This is the kind of advertising that gives me a pain in the orb:

"My boy went yesterday. He has gone to do his bit somewhere in France. I will do mine here at home . . . by smoking Blank Cigars."

Our boys are over there in the trenches shedding their life's blood for us and back home we are told that we can do our bit by smoking milder cigars. I don't believe that idea could have been conceived behind a brow any higher than an eighth of an inch.

If we are going to advertise cigars, or any other product (because this is not the only offender), let us advertise these products, but leave the boys in the trenches out of it. If we are going to preach the gospel of patriotism, let us preach it in the sincere, honest, dignified way it should be preached. Let us not make a cheap, contemptible bid for public favor by linking up cold commercialism with the ideals for which our boys are fighting.

No, sir, these grandstand plays for business on account of the war don't make any hit with me at all. And I think I'm a pretty average sort of an individual. On the fifth day of last June I stepped up to the polls along with about ten million other young chaps, and gave my word to Uncle Sam that he could count on me when the need came. If ever he decides that he needs me more than the folks at home, I'll bundle up my things and

start for training camp without any fuss or foolishness. Yes, on the whole, I believe I'm about as patriotic and about as sensitive to fakery as most men—no more so, and no less—and the more I become interested in the war, the less use I have for the exploiters and notoriety-seekers.

Now, don't misunderstand me. I am not condemning all advertising with a war foundation. Not a bit of it. For instance, I believe



The new Packard Twin Six Limousine, open passenger

Why do women knit?

Her burnished needles are now weapons of war.

When she turns fiber into fabric, she adds to the vitally necessary output of textiles.

And thereby she helps to clothe the fighting man power of the nation—and conserve the world's present resources.

To knit is her "bit." And to conserve that other essential munition of war—gasoline—is an important bit for us all.

Enough fuel for every legitimate need is assured, if it is wisely used—not wasted.

The outstanding fact about the Twin-Six motor is that it uses gasoline. Its twelve small cylinders turn their charges into smooth, mighty power—without waste. All the force of the fuel is put to work.

"And now, with the new model Packard you may have a more beautiful car, a "snapper," speedier car—and the satisfaction of knowing that you wring utmost power out of every gallon of gasoline.

The Twin-Six is a real factor in conservation now.

Ask the man who owns one!
THE PACKARD WAY OF TALKING CONSERVATION

that much of the Eastman Kodak Company's war-time copy will serve to make advertising history. Take as an example the advertisement reproduced with this article. "Keep Your Kodak Busy" is their admonition to home-folks. The copy continues:

"The army lives on letters" is the way the boys at the front put it, and when those longed-for envelopes with the home-town postmark contain pictures of the home folks and home doings, they go far toward making lighter hearts and happier faces.

Keep your Kodak busy for the sake of the lads in the trenches, the boys in

camp, and on shipboard. Help keep tight the bonds between the home and those who are fighting for that home.

It would be difficult to conceive of a soldier or civilian who would object to such an advertisement as the foregoing.

Still another example of the intelligent war interest appeal is the Packard Motor Car Co.'s recent campaign on the conservation of gasoline. "Why Do Women Knit?" is the inquiry propounded in one of the advertisements. "To knit is her 'bit,'" the copy explains, "and



ADVERTISING A REAL UTILITY FOR SOLDIERS' USE

to conserve that other essential munition of war—gasoline—is an important bit for us all.

"Enough fuel for every legitimate need is assured, if it is wisely used—not wasted.

"The outstanding fact about the Twin-Six motor is that it *saves gasoline*. Its twelve small cylinders turn their charges into smooth mighty power—without waste. All of the force of the fuel is put to work."

And there's nothing offensive about the little New-Skin advertisement, reproduced on this page. The Newskin Company had a message to "get across" to the

soldiers, and it set about delivering that message, without any flag-waving ceremony.

In these specimens the war element is real, vital, and human—therefore, it is interesting. The American public will welcome many more war-time advertisements as close to the heart of things as the examples given.

When you feel tempted to build an advertisement around the war, make very, very certain that you have a real, vital story to tell, a story that intelligently links up with the war. Then tell it in such a manner that it cannot possibly offend either the soldier or civilian.

And,—well, that's about all.

Sphinx Club Elects Officers

The New York Sphinx Club wound up the season with a largely attended dinner at the Waldorf-Astoria on April 16. The big ballroom, which was beautifully decorated with flags, banners and streamers, was comfortably filled with guests. A band, an orchestra, and singers, including a choir of colored people, furnished an excellent entertainment. One of the features of the programme was a series of moving picture cartoons, in which prominent members of the club were shown doing wonderful stunts.

Formal addresses were delivered by James E. Cattell, of Philadelphia, who is a favorite with advertising men in all parts of the country; and Job E. Hedges, whose patriotic fervor and eloquence brought his auditors to their feet several times.

The annual election of officers for the ensuing year resulted in the choice of the following: President, George Ethridge of the Ethridge Association of Artists; vice-presidents, Preston P. Lynn of John Wanamaker, R. F. R. Huntsman of the Brooklyn Standard Union, and Dan A. Carroll, newspaper representative; secretary, Thomas A. Barrett of the Orange-Judd Company; treasurer, R. S. Scarburgh of George C. Lee & Co.; executive committee, N. C. Kingsbury, W. R. Hotchkiss, Clarkson Cowl, Samuel Moffitt, James O'Flaherty, Edmund D. Gibbs and Corbett McCarthy.

With Associated Farm Papers

Charles C. Fairchild, who has been in the eastern advertising field for many years, has become connected with the New York office of the Associated Farm Papers.

Joins "On the Square"

Charles E. Hall, who was for years with the Orange Judd Company, has joined the advertising staff of *On the Square Magazine*, St. Paul, Minn.

In Cleveland

The **PLAIN DEALER**
regularly prints more
separate paid advertise-
ments than all the
other Cleveland news-
papers *combined.*

"Jack Canuck"—the man who buys over 2 million dollars of United States products per day.

During the year ending June 30, 1917, Canada bought more than 787 million dollars' worth of United States products. Only two countries in the world—England and France—bought more.

NUMERICALLY, Canada is not one of the largest countries. But in buying power no people in the world exceed Canadians on a per capita basis. From coast to coast Canada is busy and prosperous—a splendid market.

There are published in Canada, in the different centers of population, Metropolitan Newspapers which circulate in the cities in which they are published, and in the territory surrounding them. These papers are the Canadian National advertising mediums.



The Canadian buys the goods which he sees advertised in these Newspapers. That is how a large proportion

There are published in Canada, in the different centers of population, Metropolitan Newspapers which circulate in the cities in which they are published, and in the territory surrounding them. These papers are the Canadian National advertising mediums.

The Canadian buys the goods which he sees advertised in these Newspapers. That is how a large proportion of the two million dollars' worth of goods per day is sold to him. You will find the Canadian market easy of access through

The Newspapers of Canada

Canada today is one of the important markets of the world. After the war Canada is going to grow and expand because she has in great abundance the things which will be needed to reconstruct half the world.

You should take immediate steps to advertise in the Canadian Newspapers.

Write to the Newspapers listed below. Ask them to tell you in detail why you should advertise in their pages—and why you should advertise *NOW!* Any newspaper (or its representatives in New York or Chicago) in the list below, will be pleased to receive and answer fully, your inquiries regarding the actual and potential market for your goods among their readers.

| City | Population | Publication | City | Population | Publication | City | Population | Publication |
|----------|------------|-----------------|----------|------------|----------------|-----------|------------|-------------|
| Halifax | 53,000 | HERALD & MAIL | Toronto | 525,000 | GLOBE & EMPIRE | Regina | 26,105 | LEADER |
| St. John | 55,000 | ST. ANDREW | | | NEWS | Saskatoon | 21,054 | PHOENIX |
| Quebec | 100,000 | TELEGRAPH | | | STAR | Calgary | 56,303 | STAR |
| Montreal | 650,000 | GAZETTE | London | 60,000 | ADVERTISER | Edmonton | 53,794 | ALBERTAN |
| Ottawa | 101,795 | STAR | | | FREE PRESS | | | HERALD |
| | | CITIZEN | Winnipeg | 175,000 | FREE PRESS | Vancouver | 97,595 | BULLETIN |
| | | JOURNAL | | | TRIBUNE | Victoria | 45,000 | JOURNAL |
| | | DAILIES (M & E) | | | | | | SUN |
| | | | | | | | | COLONIST |

NOTE—This advertisement is one of a series of twelve, all of which contain valuable information and data on Canada under war conditions. They have been prepared in portfolio form. Any of the newspapers named above will send you a portfolio free upon application. Write for it.

No Salesmen Employed, Yet Atwater Kent Builds Prosperous Business

Demand Grew as Advertising Increased—Effective Devices in Mail Work

WHEN Atwater Kent, with \$250 in bank, gave up his job and became a manufacturer, he employed no traveling salesmen. This was eighteen years ago. To-day he is doing a business of more than \$1,500,000 a year as a manufacturer of automobile ignition systems. The entire plant and enterprise, in Philadelphia, stands as his personal and unencumbered property. He is doing a national business, selling to manufacturers and to thousands of dealers. But he has no traveling salesmen on his payroll. He never has had any.

This is not the result of any radical views on the subject. Mr. Kent has no reluctance in admitting that the day may come when he will employ traveling salesmen. But so far, publicity has been his sole salesman, and with the growth of the business there has been a steady expansion of advertising policy.

The results achieved without salesmen are remarkable, because the enterprise is not a mail-order business in the sense generally given to that term. Distribution is through normal trade channels. Nor is the business that of a contracting manufacturer who turns his goods and the responsibility for selling them over to a distributor.

As it stands to-day, approximately three-fourths of the output is sold to a large number of automobile manufacturers, and one-fourth goes to dealers for sale to the car owner. National, trade and direct advertising comprise the sales initiative of the business. Executives do, of course, make trips to close a large contract where conditions warrant it.

Strangely enough, the biggest sales handicap which present conditions in the automobile industry have brought about is the low price of the product. Overcoming

prejudice against a low-price ignition system is a feature of the present consumer-acceptance campaign.

Another is the concentration of effort on selling just the name "Atwater Kent" against possible future production of new lines. Happily for Mr. Kent's desire to insure the future, his name is one calculated to stick in the memory.

TOOK NERVE TO START

Until Mr. Kent began his own business with his slender capital he was a designer and draughtsman for New England firms which made such electrical specialties as toy motors. It was about 1900 that he conceived the idea there would be a demand for inter-communicating telephones in business houses. He had saved about \$250, and on this capital he gave up his position and hired a room on Sixth Street in Philadelphia. He made the phones himself, then went out and sold them at \$5 a pair.

After feeling out his market this way for some time, he came to the conclusion that the proposition did not hold big enough possibilities. And in about two years, when the automobile was commencing to spread throughout the East, he developed an ammeter, for testing storage batteries, to sell for \$5. Prior to this, W. J. Little had come to work for him, as his first employee. Mr. Little to-day is the general manager of the million-and-a-half business.

Mr. Kent figured he had a good thing in the ammeter, for at that time the only instruments on the market which could be used for testing storage batteries were imported, and sold at from \$15 to \$20.

The first big boost came with the first automobile show in New York, in 1904. The two men made up a large supply and took them

over to the show, where they sold them over the counter, and laid the foundation of a large dealer business.

Nineteen hundred and five saw the foundation of the advertising policy. Eighth-page space was taken in the trade magazines. Trade advertising has been increased and maintained ever since.

The development of the automobile business led Mr. Kent to seize another opportunity. At that time about the only switches available were those of the ordinary type, snap switches, such as were used in house lighting. He believed there would be a market for a more substantial and specially constructed switch for automobile ignition. He had success from this, but the idea quickly developed into an entire ignition system, with the guiding thought of reducing the duration of the spark and thus lengthening the life of the batteries. The Atwater Kent system of to-day is essentially the same as that original battery ignition plan. The only differences have been development of variation of designs for convenience and improvement of wearing qualities.

In 1909, the foundation period of the business may be considered as well over. The sales for that year reached \$150,000, despite the fact that there was little in the way of a sales department, or even office organization. The office was a little room in the corner of the factory, where a couple of clerks took care of the bookkeeping and

mailed form letters in reply to inquiries.

As H. E. Rice, Mr. Kent's sales manager, explained it to me, the sales policy to-day is fundamentally the same as when the business was turning out its original ignition system. It has been developed to great breadth, and has



CURRENT PRESTIGE COPY FOR ATWATER KENT IGNITION

been most highly organized since then, but, as in the product itself, there has been virtually no change of the underlying principle.

That fundamental sales principle has been simply giving the product publicity and full explanation, and then letting it speak for itself. It has been the policy to

Popular Science

Monthly

Founded 1872

91%

Newsstand Circulation

This is the greatest percentage
of newsstand circulation ever at-
tained by a non-fiction magazine.

R. Reissman

Average editions 1918—over 300,000
Rates based on 240,000 net paid ABC

avoid having a man "right on the job" ready to hand the prospect a contract and a fountain pen at the "psychological moment."

A recent instance, in which a heavy deal was closed with a car manufacturer, is typical. The inquiry came from the manufacturer in reply to a letter which had been sent to him personally, as a forlorn hope, simply asking why, in spite of the literature that had been sent to his sales and engineering departments, he had shown no interest. Mr. Rice himself went to Detroit, where he spent a month studying the problem of that particular car. Then he put his proposition in writing, with complete specifications, and took the train back to Philadelphia. The signed contract came along in due course.

While from \$10,000 to \$12,000 were set aside for advertising in 1909, when the sales totalled \$150,000, it was not until somewhat later that advertising consistently in publications of general circulation was adopted. From 1910 to 1912 two weekly magazines of national circulation were used, for at this time was seen the necessity for stabilizing the business for the future. Another reason was the, at that time, pinnacle of public confidence in the supremacy of the magneto for ignition. It was felt that the claims for battery ignition should be laid, not only before the trade and the specialized circulation of car owners, but before the general public, in which were included prospective car owners.

No attempt, however, was made to "dominate" the ignition situation, and any attitude of "knocking" the magneto was avoided.

But, notwithstanding the fact that the pendulum had started to swing back toward battery ignition in 1912 as a result of the introduction in that year of electric-lighting and starting apparatus by the Cadillac and Chalmers people, the Kent business found one of its greatest sales obstacles in the assumption by the public that the great cost of a magneto system was evidence of the superiority of the latter.

Automobile sales managers said:

"Our engineering specialists tell us your system is all right, but the public thinks the magneto is better, and we're selling to the public, you know."

Right here it became evident that the business could no longer ignore the magneto in its publicity, though it was still felt that an antagonistic attitude would be folly.

"We solved that problem," said Mr. Rice, "with two words: 'Magneto Replacement.' We don't attack the magneto, but we do convey a tactful thought that our ignition system is not a 'cheap substitute' for a magneto. And a very large proportion of our advertising to-day is built around this thought."

The aim is to split the appeal, in most of the copy, between the stimulation of inquiries and the broader consumer-acceptance and educational element, in about the proportion of fifteen per cent on the inquiries and eighty-five per cent on the others.

VALUE OF APPEARANCES

An important weapon which has been used to the fullest in combatting the tendency to associate "cheapness" with low price is the style and tone of the literature and stationery.

At one time, when the preparation of a pamphlet in large volume was under consideration, the question arose as to whether fifteen cents apiece was not too much to pay for these. Mr. Kent wanted to know the cost of advertising per inquiry, and investigation developed that it was in the neighborhood of \$3. In this light, the fifteen cents proposed as cost of reply to the inquiry did not seem so large, and it passed the censorship.

As before explained, the sales are classified into those made to car manufacturers for original installation, and those made to dealers for replacing other systems.

In bringing the Atwater Kent story directly before the manu-

The Reign Of Terror In Belgium



*"One scene remains
to be described—a
scene that in its un-
surpassed and shameful
cruelty has no
counterpart even in
the dark annals of
savage tribes."*

Brand Whitlock

IN THE MAY

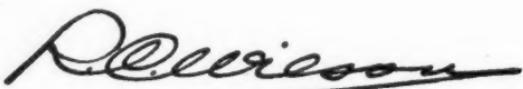
Everybody's

NOW ON SALE

McCall's Magazine

Founded 1870

The April issue of McCall's Magazine consisted of the greatest tonnage of any single issue of any periodical publication ever mailed through the New York Post Office.



Advertising Director

facturers, virtually two campaigns are carried on. One of these is technical: it is aimed at the engineers, through business-press advertising, letters, pamphlets, etc. The other influence works through the broader channels of consumer acceptance on the automobile sales managers, and, says Mr. Rice, in a very great many cases, it is this latter pressure which has been the deciding influence in securing the contract.

Typical of a mail campaign is the following:

Last year a handsomely bound and expensive pamphlet in four colors was got out in limited quantity for the manufacturers. It contained specifications of the Atwater Kent system, and a great many charts showing the curves, peaks and depressions so dear to the heart of the engineer and, in short, about everything a car manufacturer would want to know about an ignition system.

A selected list was prepared. Then came the problem of how to drive that pamphlet home to the selectees, and to keep it there. The expedient was hit upon of making it the proper size to fit the ordinary letter-filing system, and to enclose it in a folder with an index tab bearing just the words "Ignition Data." There was a reason for this. Mr. Rice figured that, presented in such form, it would be reasonably certain to find its way into the file. With no more on the index than "Ignition Data" there would be a very strong tendency to use it as a general file folder for other advertising of ignition systems as well as the expensive and attractive Atwater Kent pamphlet.

The distribution of the pamphlet was preceded by two letters, on Japanese vellum, one about a month before and another about fifteen days.

"DOLLING UP" THE PAMPHLET TO IMPLY QUALITY

Every precaution was taken to insure the pamphlet arriving in good order. Each one was enclosed in a specially made pasteboard box, and the wrappings

tested by having two of them sent to Detroit and back through the mails. Each pamphlet bore the name of the man for whom it was intended, with the "compliments" of Atwater Kent.

Then the whole batch of them was sent out to Detroit, and two messenger boys were put to work delivering them, with specific instructions to reach the addressee personally wherever possible, and to obtain receipts for each one delivered.

Such things, Mr. Rice said, have been of great value in countering the idea of "cheapness."

Dealer connections, of which there are more than 3,000, including a large number of jobbers, are secured in various ways, though never by actual personal solicitation. As often as not they develop through the equipment of this, that or the other car, with the Atwater Kent system as a standard. They come in reply to advertisements and mail solicitation.

The business keeps in touch with them through the Atwater Kent "Dealers' Bulletin."

There are, in addition, representatives classed as "repair stations," preferably electrical specialty firms.

It has always been a policy of Mr. Kent to set a fixed profit percentage desired, and if, through the development of more economical manufacturing methods or greater volume of production, a reduction in cost is possible, to reduce prices accordingly, even on contracts which are in operation.

"There is no question, in view of the situation in the automobile industry to-day," said Mr. Rice, "that a more expensively and elaborately encased system than our standard equipment is calculated to find favor with a great many manufacturers. And undoubtedly this is due in a measure to a tendency still shown by automobile owners to measure quality with a price standard. But our advertising is serving its purpose of eliminating the 'cheapness' obstacle, as the curve from southwest to northeast on our sales chart shows."

This Market Is Ready

We have asked our subscribers to state their wants for the year, and part of the result is published herewith:

| | <i>Expect to Buy</i> |
|----------------------------|----------------------|
| Gasoline Engines | 21,970 |
| Milking Machines | 4,420 |
| Wind Mills | 4,160 |
| Feed Cookers | 4,160 |
| Hay Loaders | 10,140 |
| Hay Presses | 2,600 |
| Wood Sawing Machines | 13,780 |
| Fanning Mills | 11,960 |
| Platform Scales | 18,330 |
| Hog Self-Feeders | 10,790 |
| Spraying Apparatus | 14,040 |
| Limestone Crushers | 3,770 |
| Auto Trailers | 6,370 |

The prestige and pulling power of the National Stockman and Farmer are as well established by these answers as anything can be. The advertiser who is seeking the Ohio, Pennsylvania and West Virginia market cannot afford to ignore this publication.

We have compiled these facts into an intensely interesting symposium called, "Our Farm," which has been certified to by a public accountant, and which we will be glad to mail you, that you may understand just what field is reached, what this field wants and its big buying capacity.

Write for it today, please. Let us show you how we can serve you to your advantage in the preparation of your schedules.

**THE NATIONAL
STOCKMAN AND FARMER**
THE WORLD'S GREATEST FARM PAPER

Pittsburgh, Pa.

Keener Struggle for Foreign Trade in Prospect

Though Taxed by the Prosecution of the War, Great Britain, France and Germany Preparing for After War Trade—Our Chances Under Webb Bill

HOW to hold, increase and develop foreign trade, especially with Latin-American and Pacific overseas territory, was discussed at the fifth annual convention of the National Foreign Trade Council, held at Cincinnati on April 18, 19 and 20. Twelve hundred business men were in attendance. After presiding at the opening session as chairman, President James A. Farrell, of the United States Steel Corporation, turned over the convention to E. A. S. Clarke, president of the Lackawanna Steel Company, who was elected chairman of the convention and directed its subsequent sessions.

The sole convention theme was the part of foreign trade in winning the war, and the aid of the business fabric of the country in that great object was therefore the central thought of those attending. But the numerous ramifications of this general subject were such that the group system of discussion was adopted in handling the complicated programme, and the convention was thus enabled to get through with an enormous amount of business. Thus, such subjects of fundamental interest and importance as banking facilities for foreign trade, commercial education for foreign trade, co-operation in foreign trade, as now authorized by the Webb Act, the development of the American merchant marine, foreign credits and credit information, the problems of the small exporter, the extension of Pacific overseas trade, and Latin-American trade relations, were thoroughly discussed by men recognized as authorities.

At the outset, in keeping with the purpose of the gathering, reports were heard from representatives of nine leading indus-

tries and business activities on their share in the war—textiles, lumber, chemicals, automobiles (by John N. Willys, of the Willys-Overland Co.), finance (by Fred I. Kent, of the Bankers' Trust Co.), metals, oil, agriculture and coal. It was indicated in all of these reports that the enormously increased business which the industrial and financial organization of the country has had to handle as a result of the expansion caused by the war will, as far as can be judged, be of infinite value in the world-wide fight for business which will follow the war.

TRADE PREPARATIONS IN EUROPE

In the report of the National Foreign Trade Council, as a committee, presented to the convention, it was emphasized that all of the allied nations, particularly Great Britain, are vigorously engaged in preparing for world trade after the war on an unprecedented scale, notwithstanding the fact that they are now more deeply immersed in the war than is the United States; and definite information to the effect that Germany and her allies are similarly engaged was referred to. According to this report, Germany is preparing to carry her former system of thorough organization and united action of industry, with direct government aid and direction, to even greater lengths after the war, and England is casting aside the idea of individual action in order to meet this coming competition as a unit. An interesting and significant feature of French preparations for after-war business conditions is indicated in the statement of the Council that "France's preparations take to a great extent the form of setting up barriers

against an economic invasion by Germany after the war."

"Among the proposals for direct action," the statement continues, "are laws against commercial espionage, industrial and commercial publicity, prohibiting German merchant vessels entering French ports, forbidding Germans to belong to or be directors, officers or agents of French business houses, forbidding the use of German capital in French enterprises, the development of water power to make France independent of German coal," and other means designed to cut French business off completely from German influence. This is especially interesting in view of the proposals now being seriously entertained for similar action by this country.

Comment on British preparations for foreign business after the war was also made by E. M. Herr, president of the Westinghouse Electric & Manufacturing Company, before the American Manufacturers' Export Association, which met at a luncheon during the convention as a subsidiary organization. Mr. Herr said:

"In preparation for intensive development of her resources Great Britain is taking, under the direction of the Ministry of Reconstruction, the Ministry of Munitions, the Board of Trade and other Governmental agencies, a complete inventory of the agricultural, mining, industrial and commercial resources of the nation. Nearly 100 committees are now busy on this great work. A new department created jointly by the Foreign Office and the Board of Trade, and known as the Department of Overseas Trade (Development and Intelligence) is also at work."

The opportunity for effective co-operation among manufacturers for export business afforded by the Webb Act was one of the most frequent subjects for comment at the convention, and while there was occasional criticism of the limits imposed and the restrictions thrown about the privileges granted, it was generally

agreed that the act is one which is a long step in the right direction. A legal authority pointed out that, in general, the act permits in foreign trade combinations, price agreements, and other incidents of business co-operation which were rendered illegal for domestic business by the Sherman and similar legislative enactments.

WOULD LIKE BETTER CO-OPERATION FROM GOVERNMENT

Perhaps the most pointed criticism of the Government in its failure to co-operate directly with American business in preparing for foreign trade after the war was contained in the report of John S. Lawrence, of Lawrence & Co., Boston, on the textile trades in the war. Concluding a review of the conditions facing American manufacturers in competing with the world after the war, he said:

"Some help may come from the Federal Government, but the entire American theory of government makes it unlikely that anything like the German type of fostering its trade expansion can be expected. The existing attitude of the Government seems to confirm this idea. Our Government is making practically no study of trade recovery after the war as a means of insuring the stability of the terms of peace, but is rather setting up new and complicated restrictions for the purpose of winning the war, yet without organized consideration of its effect on trade recovery and keeping this war won. We have the War Industries Board, with its priority and other departments, the War Trade Board, some 1,500 strong, composed of very able and splendid men drawn from civilian life, yet the Department of Commerce has no adequate funds and little vision of the work of preparing for peace. Are we destined to find ourselves as poorly prepared for peace as for war?"

However, it seemed to be the general feeling of the convention that it is largely up to exporters themselves, with the facilities

Releasing the Resources of the Nation

Hundreds of Federals are in service at the very outposts of industry.

It is here, perhaps, that they perform their most spectacular work, defying every hardship — surmounting every obstacle that primitive conditions can impose.

At the mines—in the lumber camps—on the broad prairie wheat fields you will find them, helping to release the riches of the soil.

In thus facilitating the development of the country—the prosperity and happiness of its people, efficient haulage has given Federals a well earned place as a national institution.

Federal Motor Truck Company
Detroit, Michigan

FEDERAL
A Capacity for Every Requirement



"The April Federal Motor Truck advertisement impresses us as being one of the finest pieces of advertising copy we have seen in a long while.

"The illustrative idea is so well worked out—and fits so well into the copy appeal, I have called the advertisement to the attention of everyone in the Copy Department here."

—The Service Manager of a
Large Publishing House.

*Campbell-Ewald Service has
kept pace with Federal
development through the
years of its greatest growth.*

CAMPBELL-EWALD COMPANY
Advertising Services
DETROIT NEW YORK

open to them or to be established, and with the privilege of co-operation under the Webb Act, to take the initiative in preparing for foreign trade after the war; and, in the meantime, the supreme importance of winning the war, regardless of its present effect on business or of possible after-war effect, was taken for granted. As one speaker expressed it, "I believe the conduct of the war is so vital that little time should be taken from it to consider after-war effects."

The information spread before the convention regarding what has already been done in the way of providing banking and credit facilities, especially in South America; the general appreciation of the necessity for greater care in selling, advertising, packing and other details of foreign trade which have not always been painstakingly attended to by American exporters; and, in fact, the whole spirit of the convention, indicated convincingly that American business men are thoroughly awake both to the opportunities and the responsibilities before them in the foreign field, and that, therefore, it may be reasonably expected that they will not be found wanting there, either during the war or after it.

Death of Col. George Pope

On April 19 occurred the death in Hartford, Conn., of Colonel George Pope, president of the National Association of Manufacturers. He had been re-elected to this position twenty-four times.

Colonel Pope became connected with the bicycle business in 1890, when he was made president of the Hartford Cycle Company, a branch of the Pope Cycle Company, which his cousin, Colonel Albert A. Pope, founded. Later he was vice-president of the American Bicycle Company and then president of the reorganized Pope Manufacturing Company. He was 74 years old at the time of his death.

Forker and Littlejohn Advanced

Eugene H. Forker, for some time past connected with the Eastern office of *Harper's Bazaar*, New York, has been appointed Western manager.

Frank S. Littlejohn, who has been associated with the magazine for five years, has been appointed Eastern manager.

J. R. Hamilton Agency Adds to Staff

Harry C. Phibbs, formerly in charge of advertising for the Vick Chemical Co., of Greensboro, N. C., and previous to that for eight years in charge of advertising for Burroughs, Wellcome & Co., New York, is now associated with the J. R. Hamilton Advertising Agency, Chicago, Ill.

This agency has secured the account of the John Lauson Mfg. Co., of New Holstein, Wis., manufacturer of gasoline engines.

"Dry Goods" Adds to Name

Dry Goods, New York, has been changed in name to *Dry Goods and Apparel*. Officers have been elected as follows: A. Cavalli Jaegerhuber, president; Alfred Fantl, vice-president; Samuel Ramseyer, secretary, and Edwin A. Perls, treasurer.

Mr. Ramseyer, who will be managing director of the paper, has been with the *Dry Goods Economist*, New York.

DuBois Press Election

Howard W. Coggeshall, who has been with the Coggeshall Press, Utica, N. Y., has been elected vice-president and a director of the DuBois Press, Rochester, N. Y. James C. Hughey, for the past two years assistant superintendent of the printing department of the Union & Advertiser Company, Rochester, has been made secretary of the DuBois Press.

Bodell Joins Knill-Burke, Inc.

E. W. Bodell has joined the organization of Knill-Burke, Inc., Chicago newspaper representatives. He was associated with the general agency of Nelson Chesman & Company in the past and later was in the Western territory for Story, Brooks & Finley, newspaper representatives.

R. S. Boyd Leaves Beech-Nut

R. S. Boyd has resigned as publicity manager of Beech-Nut Packing Co., Canajoharie, N. Y., because of ill-health. He expects to spend the next six months at Portsmouth, N. H., until his health is restored.

A. A. C. of W. Department Dissolves

The International Car Advertising League, with headquarters in New York, has dissolved. The league was the car advertising department of the National Advertising Commission of the A. A. C. of W.

Erskine Sales Manager for Douglas

Frank L. Erskine, advertising manager of the W. L. Douglas Shoe Company, Brockton, Mass., has been appointed sales manager.

From Faith Built on Results We Sell Only Poster Advertising

EXPERIENCE is the only real teacher. What men know otherwise than by experience they *only think they know*.

Seven men in this organization have devoted their whole business lives to Poster Advertising. They have specialized exclusively on this form of advertising, because it needs specialization for 100% results.

That we attain such results for our clients is proved by the number of Poster Advertising successes we have made for prominent advertisers over a period of years.

Poster Advertising Co., Inc.
Postal Life Building

511 Fifth Ave.

New York City

Atlanta Milwaukee Chicago Richmond Cincinnati St. Louis Cleveland

New Cities, New Ships New Industries---

RAPIDLY, almost as though it were a stage setting, there have arisen the new "Cities of the Camps" that have annexed themselves to the old cities of the South. Their pay-rolls total \$14,000,000 a month. Their construction and their maintenance entail an enormous expenditure—\$112,000 a day for food alone.

On the ways at the South Atlantic and Gulf ports there is a ceaseless din as carpenters, joiners, caulkers, reamers and riveters feverishly build our fleets of ocean-delivery wagons. The South, with 56% of our total timber supply, is able to hearken to the cry for ships. New seaport cities have cropped up—and permanent ship-yards and bases, built to aid in our fight for world trade after the battles of guns are over.

The deadly dirge of drum fire on the Western front would cease but for the South's gun-cotton that makes potent the cannon's roar. And now the South is about to produce nitrates, so vital to munitions. At Muscle Shoals, on the Tennessee river, enormous hydro-electric power is being generated which will enable us to get nitrogen from the limitless supply in the atmosphere. No longer will we be dependent upon foreign sources of supply. It's costing considerably less than the \$90,000,000 we have paid in export taxes to the Chilean Government. And it is adding materially to our self-sufficiency.

Power cheaper than at Niagara, will be available in a country of boundless mineral resources. The nitric acid of war will in peace times give to the production of

ALABAMA
Birmingham Age-Herald
Birmingham Ledger
Birmingham News
Gadsden Journal
Mobile Register
Montgomery Advertiser
Montgomery Journal
ARKANSAS
Little Rock Arkansas
Democrat
FLORIDA
Jacksonville Times-Union

FLORIDA (cont.)
Miami Herald
Miami Metropolis
Palm Beach Daily Post
St. Augustine Record
St. Petersburg Independent
Tampa Times
GEORGIA
Albany Herald
Athens Banner
Atlanta Constitution
Atlanta Georgian and
Sunday American

GEORGIA (cont.)
Atlanta Journal
Augusta Herald
Macon News
Macon Telegraph
Savannah Morning News
KENTUCKY
Lexington Herald
Lexington Leader
Louisville Courier-Journal
and Louisville Times
LOUISIANA
New Orleans Item

C O P Y P R E P A R E D B Y

The Prosperous South Helping to Win War

nitrates that feed our crops. Nearby are the great phosphate rock beds of Tennessee, so vital to crop production. A little further south in Louisiana are the sulphur beds, which are adding greatly to our much needed supply of sulphuric acid.

Because of this abundance of cheap power, aluminum will be produced from the bauxite ores of the Arkansas district. There will be added supplies of tungsten, carbide, vanadium, titanium, and all the other products of electro-chemical wizardry.

Yes, the South is prosperous—prosperous, not only because of 35c cotton, but because she is producing so much else that helps to win the war.

These farmers, who are planting more grain, and adding so much to our fat supply—these sweating riveters of the shipyards—these miners in the bowels of the earth—these soldiers training in Southern camps are interested in what? In the news from "over there." They want it while it is still news. So, the daily newspapers, always the great power in Dixie, have an unusual advertising value now. They grip their readers' interest harder—appeal more strongly than ever before in the history of mortal man. Ask your advertising agency about the South, and how thoroughly it can be covered with the leading dailies of the Southern Newspaper Publishers' Association.

Things have changed since 1910—even since 1915. From a standpoint of leadership in prosperity, and production, the South is there—or thereabouts.

NORTH CAROLINA
 Asheville Citizen
 Asheville Times
 Charlotte News
 Charlotte Observer
 Concord Tribune
 Greensboro News
 Raleigh Times
 Rocky Mount Telegram
 Salisbury Post
 Wilmington Dispatch
 Wilmington Star
 Winston-Salem Journal

SOUTH CAROLINA
 Anderson Daily Mail
 Charleston American
 Columbia State
 Greenville News
 Spartanburg Herald
 Spartanburg Journal
TENNESSEE
 Chattanooga News
 Chattanooga Times
 Knoxville Journal & Tribune
 Knoxville Sentinel
 Memphis Commercial-Appeal

TENNESSEE (cont)
 Nashville Banner
 Nashville Tennessean and American
TEXAS
 Beaumont Enterprise
 Beaumont Journal
 Ft. Worth Star-Telegram
 Galveston News
 Houston Post
VIRGINIA
 Lynchburg News
 Petersburg Daily Progress

S T A P L E S & S T A P L E S , R I C H M O N D , V A .

HARTFORD THE INSURANCE CITY

There is more insurance business in Hartford in proportion to its population than in any other city in the world—and it outranks all other American cities in this respect except New York, 33 times its size

The HARTFORD COURANT

spreads its news messages and business announcements over this prosperous field every morning. This, the oldest newspaper in the United States, is and always has been the only daily morning paper in Hartford.

The "Courant" thoroughly covers this money making and money spending center—the real market for worthwhile products. Guaranteed daily paid circulation of over 21,000—Sunday over 24,000.

The Hartford Courant Hartford - Connecticut

Foreign Representatives

GILMAN & NICOLL

New York
World Bldg.

Chicago
Tribune Bldg.



German Monopolies As Trade Weapons

Industries Must Pool Under the German Cartel System

By Chauncey Depew Snow

Asst. Chief, Bureau of Foreign and Domestic Commerce, Washington, D. C.

THE are two outstanding features of the organization of German commerce as developed during the war and as proposed for the period after the war. One of these is the great concentration of business, in banking as in manufacturing and merchandising. The other is the probability of the formation of a large number of Government monopolies in Germany.

The German cartel system—the system of big pools of manufacturing concerns, chiefly those engaged in what are known in Germany as the heavy industries, iron, coal, chemicals, cement, sugar, alcohol, etc.—has been much talked of in this country during the war period. The cartel idea runs all through the German industry so far as the manufacture and sale of the more standardized products are concerned. The cartels were originally formed for the control by agreements of prices, the adoption of uniform price lists, the limitation of production and determination of the distribution of output. As concentration had increased in some of the more important cartels or syndicates common sales departments for entire cartels had come into being, and in some cases there were common centralized purchasing departments. The cartels worked up funds for offensive and defensive purposes. The stronger cartels, particularly those chiefly interested in large-scale exportation, early adopted definite cartel policies for export.

In war time the concentration of individual concerns in cartels and the concentration of the individual cartels into bigger cartels or syndicates proceeded with much

more impetus than in ordinary times. A new phenomenon appeared, in the formation of the so-called compulsory syndicates or compulsory cartels. The government had entire control over all the industries that had particular war significance. This included not only the industries that were working on war orders, but all the other industries that made heavy demands on coal and transportation. The government early in the war, after it became apparent that the German expectation of a quick and complete victory could not be realized, took the steps that were deemed necessary to economize in coal, transportation, raw materials and labor.

LITTLE REGARD FOR "HURT TRADE" IN FURTHERING WAR'S ENDS

One form of accomplishing all these ends was to close up factories in particular industries and concentrate the production in such factories and such centres as were economical. In some cases it was reported that all the factories in a given town would be closed up under such an order. If the machinery could be used to better advantage elsewhere, the machinery was transferred where it was most needed. The work people who were in demand for various kinds of work were steered by the officials to the places where their services were most needed. The industries working on war goods were, of course, even more closely under the domination of the military authorities than the others. The manufacturers in the different military districts soon became accustomed to have their prices for their products fixed by the commanding generals, with fines and imprisonment for any breach of orders. The government itself formed certain big government companies,

*Address before the Fifth National Foreign Trade Convention, Cincinnati, April 18-20.

such as the War Grain Company, to control the grain trade, which thus became a government monopoly, and the many raw materials companies working under the War Ministry.

Naturally, the compulsory syndication of the various industries was not carried through without vigorous protest. The industries which had been particularly free from syndication in the past had been without syndication for some good reasons and voiced those reasons as strongly as possible when the Ministry of the Interior and the military commanders instructed them to form syndicates. One conspicuous example of this was in the leather industry, where twenty-nine manufacturers united to oppose syndication. The government granted a postponement of the date of syndication, but gave no acknowledgment as to the permanent abandonment of the idea with reference to the leather industry. Apparently the first industry which was concentrated in a compulsory syndicate was the boot and shoe manufacturing industry. By government orders there had been both in 1915 and in 1916 considerable concentration of particular industries, but not in the definite form of syndicates. The boot and shoe syndicate is under Imperial control, and a representative of the Imperial Chancellor attends its meetings. Hundreds of factories were closed under the authority of the advisory committee, which may requisition for a syndicate company the plant, materials, and finished goods of any manufacturer. Provision is made for an equalization fund to recompense in part the companies whose plants are closed or dismantled. Under the central authority of the advisory committee there appeared a number of big syndicate companies, each with a given area determined by the Chancellor.

Following the syndication of manufacturing of boots and shoes came the syndication of the trade in boots and shoes, the retail dealers being compulsorily formed into big distribution companies, and it

was only these big companies that could distribute. In 1918 it was reported that the government was contemplating still further concentration of the shoe trade by which three-fourths of all the shoe stores in the country would be closed. In peace times it was said that there were 35,000 dealers. Under the rationing system which is a part of the compulsory syndication, the retailers receive quotas based on their normal turnover. The result was that the small dealers could not make any pretense of keeping up full assortments either of styles or sizes. A customer would have to go the rounds of all the shoe stores in a town possibly before finding a pair of his size.

In view of the shortage of fats, the compulsory syndication of the soap industry was, as might be expected, carried out early in the 1917 period of compulsory syndication. In August, 1917, the state governments were authorized to combine the graphite mines and works into compulsory syndicates.

The silk syndicate was formed in August, 1917, at the invitation of the government. There was a tendency to protest at first, but when the government intimated that compulsion would follow, the invitation was speedily accepted. Many new syndicates were formed in the textile industries. There was concentration of the glass industry, likewise under government auspices.

MANY SYNDICATES PROLONG AGREEMENTS

A great many of the old syndicates prolonged their syndicate agreements. The zinc syndicate and the North German car works union, the old lignite syndicate, the Rhine-Westphalian coal syndicate and the great steel syndicate were renewed and extended. There were many syndicates which were prolonged which probably would not have continued if it had not been for the war and government duress.

The syndication movement, in order to effect economies contrib-

Among the Essentials

The tractor has become—and has become *recognized*—a war essential.

War pressure has stimulated the industry—has increased the chances for individual success or failure.

Maker, seller and buyer alike are being hurried into decisions, and more and more essential becomes the experienced organization with a perspective that can guide them.

Power Farming helps the buyer to choose and use the tractor wisely.

Power Farming Dealer shows the dealer greater opportunities for that service which sets him apart from the seller of hoes and horse tools.

Both interpret the market for the manufacturer who is trying to fit the times.

The Power Farming Press is an essential institution built on 25 years of useful service. It reaches—

*Not the Largest Farm Market
But the Richest*

The Power Farming Press

St. Joseph, Michigan

Publishing both

POWER FARMING

POWER FARMING DEALER

THE TRIBUNE ranks first among New York morning newspapers to date in 1918 in volume of advertising in the following classifications—



JEWELRY



Musical Instruction
and second in



FINANCIAL



BOOKS



RAILROADS



Steamship & Travel

THE high standing of The New York Tribune in these distinctive advertising classifications is but added proof that its readers are the kind of folks who can and do afford the better things in life.

Are you telling them the news of your product?

uting to German successes in war, has been characteristic of many local industries and lines of trade which in normal times would not have resorted to syndicate organization. Much of this syndication, particularly in purely local matters, may be regarded as simply a matter of war expediency, and not something that will continue into the future.

For years there had been great concentration of banking in Germany, in the hands or under the control of about half a dozen great banks. Each of the big banks headed a group of other banks and a big group of industrial operations at home and abroad. The movement of concentration in banking has kept up steadily during the war, and the German great banks have become even greater. By absorbing provincial banks the Deutsche Bank increased its capital and reserves to half a billion marks—that is, in the neighborhood of \$125,000,000—and increased the number of its branches to over one hundred. The Disconto - Gesellschaft absorbed a number of provincial banks and increased its capital to \$10,000,000 marks, over \$75,000,000.

The German government at first did not appreciate the importance of financing war expenditures by taxation as the war was in progress. The war loans were pyramidized one on top of another, and interest payments on one loan would be paid out of subscriptions to the next. The result has been that the prospects of future taxation have been particularly alarming. The German government will undoubtedly endeavor to raise money in the future by monopolies as well as by taxation. *The result will be that a great many lines of manufacturing and trade will in the future be in government hands.* Government monopolies in important lines have yielded foreign governments very great returns. The yield of the French tobacco monopoly has been a conspicuous example.

Among the monopolies that have been urged on the German government are the manufactur-

ing and sale of munitions, including rifles, cannon, armor plate, warships, powder and ammunition, airplanes and war automobiles, and production and sale of tobacco, alcohol, grain, electricity, petroleum, coal and shipping.

Insurance has also been suggested as a good subject for government monopoly.

The German government is faced with the very real and very complex problem of meeting the raw material shortage following the war, and government control over the importation of important raw materials, either direct or indirect, is practically a certainty during the after-war period. It has been recommended in a good many quarters that the government form syndicates, working under complete government control, for the importation and distribution of imported raw materials, and for the distribution of export commodities.

One point that should be made in connection with the entire subject of government control—and that includes government compulsory syndication, government price-fixing, the actual government raw material companies, and the proposed after-war government import and export control companies, and government monopolies—is that they are for the most part decidedly unpopular in the business community. Many energetic organizations of business men have already submitted resolutions to the government embodying their views on the matter in no uncertain terms, protesting against government control and interferences with the ordinary channels of trade and demanding that the existing control be dropped at the earliest possible date and urging that there be no extension of control during the after-war period.

D. W. Henderson with Curtis Company

D. W. Henderson, who has been advertising manager of *Farm and Fireside*, has joined the staff of the *Country Gentleman* in its New York office.

Advertisers' Interests Affected by Recent Moves of Trade Commission

Curtis Complaint Amended—Lumber Manufacturers Must No Longer Harass Mail-Order Houses

DIRECT contact with the interests of advertisers is established by several recent actions on the part of the Federal Trade Commission. Practices in advertising and selling which had previously been called in question by the Trade Commission are now definitely denounced as constituting unfair methods of competition. Accordingly, the firms that have made use of such ways and means are peremptorily called upon to abandon them on pain, presumably, of punishment at the hands of a United States court.

Of interest to many advertisers is the circumstance that the Trade Commission has found it desirable to amend its complaint against the Curtis Publishing Company. The complaint, which is known as No. 15 on the Trade Commission's docket, was originally issued on July 5, 1917. Originally, as well as in the amended form now forthcoming, it charges violation of Section 5 of the Act of Congress, approved September 26, 1914, and Section 3 of the Act of Congress, approved October 15, 1914.

In the amended complaint, Paragraph Two of Section 1 remains as in the original and charges that with the purpose and intent of suppressing competition in the publication, sale and circulation of periodicals the respondent refuses to sell its periodicals to any dealer who will not agree that he will not sell or distribute the publications of certain competitors to other dealers or distributors. To this charge there is added in the amended complaint, Paragraph Three, which lays a charge of "exclusive dealing" against the Curtis company.

The ascribed purpose is the same, namely, suppression of competition in the sale and circulation of weekly and monthly periodicals. It is set forth that the Curtis company is making and for several months past has made contracts with numerous wholesale distributors of periodicals whereby the distributors not only agree to handle and distribute the Curtis periodicals as agents of the Curtis company but "also are required to agree not to handle or distribute the periodicals or magazines of any other publisher without the permission of the respondent."

THE CURTIS AGENCY CONTRACT

It is set forth that a large percentage of the wholesale distributors affected were formerly under a sales contract with the Curtis company, the terms of which were practically similar to those now incorporated in the agency contract. The wholesale distributors who are represented as having been thus tied up by Curtis are acknowledged to be the principal and most efficient and in many cases the only medium for the proper distribution of weekly and monthly periodicals in the various localities throughout the United States.

This squaring of the Federal Trade Commission complaint with the later circulation policies of the Curtis company is virtually the only change embodied in the amended form. Section II of the summons stands practically as it did when first presented. It charges the Curtis company with fixing the price in selling or making contracts for the sale of large supplies of its publications and

(Continued on page 87)



"We have had experience with a number of Advertising Agencies, and can say, without hesitation, that Power, Alexander & Jenkins service is the most intelligent and most helpful service that we have ever known.

From all standpoints, the Power, Alexander & Jenkins Company appeals to us as the ideal Agency."

THE PAIGE-DETROIT MOTOR CAR COMPANY,

Henry Krohn,
Sales Manager.

The
Power, Alexander & Jenkins
Company
General Advertising
Detroit



Good Morning, Big Ben.

Your honest face always impels me to talk to you.

I've looked at it so often in the magazines –
Seems strange I haven't carried you home.

Thought many times I would, but somehow I never have.
You know how natural it is to put things off.
Until someone reminds you at the right moment.

Yours isn't the only instance – not by a jugful.
There's Mr. O'Sullivan and his Rubber Heels.
And Mr. Mennen and his Shaving Cream.
There are "57 Varieties" to choose from.
And yet I haven't chosen one of them.

I am only one among thousands – millions, maybe –
Who are on the fence – 90% sold and yet not sold.
Just a personal word from my dealer would cinch it.

He's a friend of mine – and I know him.
I don't know Mr. Westclox, nor Mr. Mennen.
Nor Mr. Heinz, nor Mr. Campbell of the Soups.

It's surprising how many people out of 100,000,000
Take the dealer's word for everything they buy.

And every year more and more national advertisers find that out.
They realize now how much the dealer can do for them.
How important it is to get him on their side.
And turn his influence with his trade to their own advantage.

Many have brought this about with tremendous success.
By advertising for the dealer, in his own name, to his own people.
Making him and his store a conspicuous factor. He likes that.

The dealer himself selects the people to concentrate on.
So every one is sure to be a prospective buyer.
Thus reducing the cost of making a sale to the minimum.

The dealer endorses the advertised article over his signature.
So substitution is unlikely.

I am the man who furnishes just such advertising.
Not simply the paper, the pictures and the printer's ink.
Not merely the copy which makes people buy.
But the merchandising ideas which embody both.

I've been doing it for twelve years - so I ought to know how.
And my customers tell me that I do know how.
That I can do it better than they can do it themselves.
And cheaper - because I am prepared for it.

The biggest advertising agencies are using our Service.
Because it supplies what national advertising lacks.
It bridges the gap between the magazine page and the consumer.
It wins the co-operation of the merchant and his clerks.

It gets under the skin of the indifferent dealer.
Enables you to sell merchants you can reach in no other way.

It can be applied in any section of the country or in all of it.
You can extend it as fast and as far as you like.

Let us tell you how our Service can be made profitable to you.
If you can't come to us, we will come to you. Just say when.

J. T. H. MITCHELL, Inc.

331 Madison Avenue - New York

*Catalogs • Folders • and
• Periodicals •*

ADVERTISING AGENCIES
OUR UP TO DATE FACILITIES AND
FIRST CLASS WORKMANSHIP
AT YOUR SERVICE



CHARLES FRANCIS PRESS
461 EIGHTH AVENUE

WRITE FOR REPRESENTATIVE
PHONE 3210 GREELEY
1918

periodicals on the condition, agreement or understanding that purchasers shall not use or deal in the periodicals of a competitor or competitors. The effect is alleged to be substantially to lessen competition and to tend to create a monopoly.

Complaints issued some months ago against scores of retail lumber merchants who were charged with operating in concert to harass mail-order houses and manufacturers of ready-cut houses and cause them to waste their advertising ammunition have now had their sequel in formal orders issued from the Trade Commission requiring these retailers to "cease and desist" from the various forms of commercial sniping with which they were charged. In the interim these retailers who were wont to "exchange information" in order to confound their mail-order rivals had opportunity to attempt to convince the Trade Commission that their intentions were innocent or at least were not contrary to law. The issuance of the orders finally disposing of the case indicates that they have been unsuccessful in their attempt at self-justification, inasmuch as virtually every charge made in the original complaints is repeated in the stipulations of the orders.

PRACTICES IN THE LUMBER TRADE FROWNS ON

Retailers, individually and collectively, are required to cease their studied efforts for the wastage of the sales efforts of mail-order concerns. No longer, if they observe the demands of the Trade Commission, may they "systematically or on a large scale or in bad faith" write or cause others to write asking the mail-order houses for catalogues, for estimates, etc., when there is no intention or expectation of making purchases. A reservation in the order stipulates that nothing in the present action of the Trade Commission shall be taken to mean that a merchant cannot request the advertising literature of a catalogue house provided he

does not conceal his identity as a dealer, but the catalogues, printed matter and special information intended only for bona fide customers and prospective customers cannot be obtained by subterfuge by or for persons who are not bona fide prospects or customers and whose purpose presumably (although the Trade Commission order does not specifically say so) is to bring about the loss and destruction of the advertising resources of the mail-order houses.

A halt is called in this same order against any practices on the part of retail merchants whereby manufacturers and wholesalers would be persuaded to refuse or to discontinue furnishing supplies to mail-order concerns for fear of a loss of the patronage of the regular dealers, so called. The merchants are warned to stop short in the employment of detectives or secret agents to secure confidential information regarding the business secrets of mail-order concerns and are further required to cease the systematic following of the salesmen of mail-order concerns for the purpose of hindering or embarrassing such salesmen in their negotiations with customers or prospective customers. Finally, the retailers are required to discontinue the use of their influence with local bankers or others in their respective neighborhoods to induce them to ignore the requests of mail-order concerns for reports as to the identity, occupation, etc., of persons who are suspected by the mail-order firms of making requests for advertising literature and information other than in good faith. The terms of the order indicate that mail-order advertisers who have sought to check up, via the usual commercial reportorial channels, the requests received for catalogues, estimates, etc., have in many instances received misleading reports.

Coincident with the issuance of the orders against the retailers who separately or in unison brought about a leakage of mail-

order advertising and selling effort there has been issued an order of somewhat similar scope against Platt B. Walker and the Lumberman Publishing Company. It is represented that the business paper, the *Mississippi Valley Lumberman* and its office of publication and producing organization constituted a clearing house for the exchange of the information and plans of action that made possible the raids of retailers upon mail-order advertising. The specific order last referred to is therefore significant insofar as it indicates limitations beyond which the trade press presumably cannot safely go in an effort to aid advertisers and subscribers in the trade or industry served.

Some of the prohibitions imposed are seemingly very sweeping in their intent, as, for instance, that part of the order which requires this trade paper interest to cease the publication or circulation in any manner whatsoever of any articles "urging, encouraging or suggesting" means whereby a retail dealer may, with no serious or legitimate intent, induce a mail-order concern to expend advertising effort. There are similarly enjoined the publication in the business paper or the dissemination by other means of any information calculated or having a tendency to induce a retail merchant to use his influence with banks and credit reporting agencies to persuade these latter to answer untruthfully the inquiries of mail-order houses. Attempts to obtain confidential information as to the source of supplies, financial condition, internal affairs or business secrets of mail-order concerns in order that this information may be passed along to retail merchants is likewise declared to be beyond the pale of the legitimate field of business journalism. The Trade Commission in its findings as to the facts and conclusions of law establishes an interesting precedent in designating as an unfair method of competition the action of Manager Platt B. Walker in publishing in his trade journal

the names of manufacturers who supply mail-order houses coupled with the advice that retail dealers withdraw their patronage from these manufacturers.

Findings as to the facts just announced by the Trade Commission in the case of the Fleischmann Company, of Cincinnati, indicate a confirmation of the suspicions of the Trade Commission in a case that has attracted considerable attention in advertising circles. The case revolves around selling practices, the propriety of which had not heretofore been officially questioned. The Commission finds, for one thing, that the Fleischmann Company has been expending from \$17,000 to \$27,000 per year in contributions to "bakers' associations" composed of operative and boss bakers, to defray the expenses of periodic conventions, the contributions ranging from \$10 to \$1,800, according to the importance of the association.

In the order to cease and desist accompanying this finding of facts the Cincinnati yeast manufacturer is not only required to discontinue contributions for "convention expenses," but likewise outlays for "entertainment" in the form of cigars, meals, drinks, theatre tickets, automobile rides, etc. Christmas presents "such as silverware or money" are likewise taboo. In the order against Fleischmann and in a parallel order directed to the National Distilling Company of Milwaukee, compressed yeast manufacturer, there is insistence upon the abandonment of free deals whereby deliveries of yeast in excess of the amount ordered are made with the object of inducing the consumers to refrain from dealing with competitors. Limitation is likewise imposed upon the free distribution of goods "in quantities larger than required under the particular circumstances for proper sample or demonstrative purposes." There is served upon the Fleischmann company, among others, a demand that it cease attempting to remove competitors' trial samples.

Successful Contestants

in the Washington Star Ad-Writing Contest
Recently Announced in Printers' Ink

SUBJECT:

"Covering the National Capital
at Small Cost"

FIRST PRIZE - \$100.00

E. A. TRUMPOUR - 369 West 48th Street, New York City

SECOND PRIZE - \$50.00

E. T. GOODMAN and BLAND BALLARD, Copy and Service
Departments, Danielson & Son, Providence, R. I.

THIRD PRIZE - \$25.00

PERRY F. NICHOLS, Burroughs Adding Machine Company,
Detroit, Michigan

Additional Prizes of \$5.00 Each
have been awarded to

W. R. LIGHTFOOT - - - 78 Irving Place, New York City
J. P. VOGEL - 516 Michigan Trust Bldg., Grand Rapids, Mich.
R. H. ISBELLE, Adv. Mgr., Kings Palace, Washington, D. C.
CHAS. D. MURTA, care of L. Strauss & Co., Indianapolis, Ind.
JOSEPH M. KRAUS, Adv. Mgr., A. Stein & Co., Chicago, Ill.
KARL V. SHINKMAN, 1412 Terrace Ave., S.E., Gr'd Rapids, Mich.

*Beginning next week this copy will appear in
Printers' Ink in the order above
named. Watch for it.*

The Evening Star.

WASHINGTON, D. C.

An OFFSET PAPER with A Reputation to Maintain

For every grade of paper there is a certain standard—a sheet that combines all the desirable qualities.

EQUATOR OFFSET

has a reputation among offset printers and users of being the standard offset paper—The one sheet giving the best printing results and the greatest production day after day the year 'round. Equator Offset is made as a specialty. Rigid adherence to a certain standard for strength, finish, sizing, color and packing is producing a specialty Offset paper as uniform from every standpoint as is humanly and mechanically possible.

Send for samples and prices

SEAMAN PAPER COMPANY

Formerly

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

CHICAGO
208 So. LaSalle St.

NEW YORK
200 Fifth Avenue

St. Louis Minneapolis Milwaukee Buffalo St. Paul Philadelphia

Opportunities Opened to Manufacturers by the Webb Act

Small Specialty Manufacturers Will Now Be Able to Compete Abroad

Men who have given a great deal of thought to the subject declare our export trade is dependent on the energy with which American specialties are pushed in foreign markets.

If this is so, there is the greatest significance in the passage of the Webb Export Trade Act. Designed to facilitate the transaction abroad of all lines of American business, including the sale of raw materials and even the execution of construction contracts, there is no question that this new legislation is calculated to aid, especially, the marketers of small specialties.

It is undoubtedly true that a number of the most notable successes thus far recorded in American export trade have been attained with specialties. But the fact remains that there have thus far been introduced to foreign prospects only a fraction of the products of American inventive genius that might be expected to appeal. For the smaller operators in the field of novelty production, the passage of the Webb Act should be prolific of opportunity. It does not supply him with capital, but it does the next best thing, it enables him to join hands in salesmanship with other small operators in competing or non-competing lines.

Almost without exception the American specialties that have become strongly entrenched in foreign markets—the hand cameras, sewing machines, typewriters, safety razors, talking machines, etc.—have been implanted by selling organizations that had the benefit of ample financial resources. Small manufacturers of specialties, lacking the capital to undertake such sales campaigns single-handed, have been virtually barred from the export trade except via the channels of commission houses. Under the Webb Act, co-operation in demonstrational work

and in the maintenance of distributive machinery will be possible, with each participating manufacturer bearing his proportionate share of the expense.

The common impression is that the chief boon conferred by the law is the extension to American manufacturers of the privilege of maintaining joint selling agencies abroad. This is essentially correct, but there is an expectation that, in the case of specialties, there will be opportunity for closer co-operation than would result merely from employment of a common selling agent. It is the impression that the idea of a common selling agent is well adapted for staples and raw materials such as cotton, lumber, etc., but that in the case of manufactured articles, and particularly manufactured articles that do not sell themselves but have to be pushed, some more ambitious form of sales effort will be necessary. It is anticipated that in many instances this will take the form of an export corporation in which the co-operative companies will be merely stockholders. This type of sales structure is contemplated, for example, by a number of typewriter interests that are planning to take advantage of the new opportunities. In this particular instance there is no contemplation of sales on commission, but instead the export corporation will purchase its goods outright under annual contracts whereby each participant will furnish a certain amount.

Although the passage of the Webb Act was prompted mainly by solicitude for the small manufacturer, the co-operation it encourages should mean a saving of money for large operators. In the case of a large electrical contract that was pending in Chile just prior to the outbreak of the war, three American concerns submitted three distinctive plans,

each having involved considerable expense in the preparation. At the same time a German electrical concern presented in competition a plan and specification. To be sure, this one German plan involved, so it was said, an outlay of \$60,000, but it represented the composite proposal of all the German firms and doubtless involved an outlay below the aggregate expense of the American bidders. Similarly, in Buenos Aires, the Germans were to be found operating with a single staff, while American interests such as the General Electric, the Westinghouse and the Allis-Chalmers had each its separate organization.

The whole purpose of the Webb Act is not to enable American traders to introduce any innovations in international sales practice, but merely to square American practice with that of European exporters which has found its most effective exemplifications in the German cartel—a form of concentration that we are assured that the Teutons plan to use even more intensively after the war. The European trend was well indicated recently by Edward N. Hurley, of the Shipping Board Emergency Fleet Corporation, who, recalling his European business experiences, remarked: "Ten or fifteen years ago, in buying enameled ware or electrical goods in Germany, we could get forty firms to bid on the contract, but later we got but one. Years ago, in buying woolen goods in England, we could get bids from 200 firms. Latterly we could get bids from only five."

One of the best illustrations that can be cited of the need that is hoped to meet by means of the Webb Act is found in the situation that exists, or rather that existed until the responsibilities of war became heavy, in the cement industry on the Atlantic Coast. There are twenty-two cement manufacturers in this territory, of which only three are large enough to warrant independent effort for export business. Even before the Webb Act was introduced eleven of the nineteen smaller corpora-

tions had agreed to enter into an export organization. Pending the passage of the bill that has lately become a law preliminaries had progressed to the point where an export manager had been selected and salesmen had been engaged. Presumably the Portland Cement Export Company will be in a position to push its campaign as soon as the war is ended, if not before. The plan in this instance calls for a company selling only for export purposes and having comparatively small capital. Each one of the member companies subscribes for a pro rata amount of stock, determined in proportion to its shipments for three years, and whatever export sales are made will be prorated among the companies in proportion to their subscriptions. Financing of the enterprise would be accomplished to some extent by the expedient of giving the export company whatever time for its payments that might be deemed advisable.

Manufacturers who are moved to undertake export operations under the new status may derive some suggestions as to ways and means from the experience of the National Paper & Type Company, which has been engaged solely in the export business for some eighteen years past and operates practically upon a co-operative basis. This firm has had particularly extensive experience with the German ruse of prorating or absorbing losses in an effort to capture or hold a foreign market. It has, on occasion, faced a German price cut as deep as thirty-three and a third per cent in the export field—the precise form of commercial strategy which it is claimed that American manufacturers can hope to meet only when their resources have been pooled. Incidentally, it may be noted that the company, which sells the Latin-American territory exclusively, spending as much as \$400,000 a year to place its line of perhaps one thousand different articles, makes no bones of the fact that its export profits have come almost entirely from patented articles and from specialties.

page one

THESE are the
things that
demand your
presence in
San Francisco
July 7-11

page two

Helping Business to Help Win the War

We know that advertising can demonstrate its serviceability most when the crisis is greatest. The nineteen-eighteen convention of the Advertising Clubs of the World is a signal opportunity to show the world the power in the force of advertising—to prove the full capacity of the service that advertising is now rendering the Government—to demonstrate the application of advertising under unprecedented conditions.

The outstanding concept of the convention in San Francisco will be the *reconstruction* of business—not reconstruction in the sense of rebuilding anew upon that which has been destroyed; but a reconstruction in the sense of practical, resultful adjustment—a reconstruction that will take a foremost place in helping American business to win the war and fix guideposts for the more efficient conduct of business in the near and remote future.

It is a reconstruction that will broaden the scope of advertising, giving it new significance.

Can you imagine a bigger, a more-important, a farther-reaching work? These are the things that demand your presence in San Francisco July 7-11.



page three

A Great Privilege—a Great Patriotic Duty

No preceding convention ever faced problems of equal scope or dimension—problems that call for all the patriotism and brain-power at our command.

The leaders of nations will participate in this convention—also the leaders in every departmental classification. This is the time of all times for business men—and particularly men whose business is built around the backbone of advertising—to foregather, to discuss, to interchange ideas, to discard, to adapt, to accept. Yes, to *reconstruct!* The lessons learned in this communion will be of untold value to each and every one of us. And it will help all business to help win the war.

Every one of us should be there. Patriotism calls you—just as it has your sons, your brothers. Sacrifices of time you must make. Compared with the compensation you will receive, it cannot be called a sacrifice. It is an over-balancing reward. It is a great privilege. It is a great patriotic duty.

For details concerning convention and the trip to and from the convention city, write to Convention Board, San Francisco Advertising Club.



Measuring up to Big Things

WE do our business thinking in terms of our customers' demands. And while we already have a huge equipment that measures up to the Big Runs forming the bulk of our business, we will not hesitate two minutes to add new special machinery if something peculiar about YOUR order demands it. We handle million runs with the same readiness that smaller printers handle a few hundred. Send for our book, "Big Runs." It tells how we do things "Where Equipment Counts."

The Jersey City Printing Company
Jersey City, N. J., U. S. A.

THE JERSEY CITY
PRINTING COMPANY

"New Yorker Deutsches Journal" Suspends Publication

Paper Owned by W. R. Hearst Cancels Advertising Contracts and Will Refund Subscriptions

THE *New Yorker Deutsches Journal*, a New York daily newspaper published in German and owned by William Randolph Hearst, has suspended publication. The announcement that it would do so was made in its columns on Sunday, April 21, to be effective at once. "The *New Yorker Deutsches Journal*," the announcement ran, "will, after to-day's issue, suspend publication as a daily and Sunday newspaper printed in the German language. All unexpired subscriptions will be refunded immediately, and all advertising contracts are hereby canceled as of this date, April 21, 1918."

An editorial note which preceded this statement ran as follows:

"When war with Germany became inevitable, the *New Yorker Deutsches Journal* at once unfurled its flag, the Stars and Stripes. It was and is an American paper, printed in the German language, for American citizens who read German.

"The *New Yorker Deutsches Journal* carried under its title line the slogan, 'An American paper printed in German in behalf of American unity and universal democracy.' Its efforts in behalf of American unity and universal democracy have been whole-hearted and untiring.

"The time has now come when this newspaper believes it should make its supreme sacrifice in behalf of American unity."

So far as can be learned, no other newspaper in New York City published in German is contemplating discontinuance.

As most readers of PRINTERS' INK are doubtless aware, there is a vigorous propaganda being conducted at the present time in favor of the elimination of German-language newspapers in this country. This propaganda is entirely unofficial in character, and

is fathered for the most part by one or another of the patriotic societies which have sprung into being, or have greatly increased their activities, since the United States entered the war.

Quite a large number of German-language papers in the smaller cities throughout the United States have recently suspended, financial difficulties being usually ascribed as the cause.

Among the organizations which are advocating the abolition of German-language papers is the American Defense Society, Inc., the national headquarters of which are in New York City. This society has been urging the silencing of the German press for about six months past.

In New York City last week a movement was started to bar German-language newspapers from newsstands. Mrs. Oliver C. Field, of the American Relief Legion, is sponsor for the plan which is, that those who join in it shall refuse to patronize newsstands which "sell newspapers or magazines printed in German or any other enemy alien language."

Persons who are opposed to any such curtailment of the German-language press have as their chief argument the fact that there are thousands of loyal Americans who speak and read no other language than German; and that if their periodicals were cut off, they might become more than ever a large and fertile field for spreading of anti-American rumors.

It is pointed out that even the Committee on Public Information has found it advisable to issue some of its own material in German, as, for instance Pamphlet No. 7, in the "War Information Series," which is entitled "Amerikanische Bürgertreue" ("American Loyalty"), written by "Citizens of German Descent."

How Western Electric Company Is Meeting Its Labor Problem

Finds Women Admirably Adapted to Tasks Heretofore Regarded as Belonging to Men

ONE of the most important problems of the industries to-day is to secure competent workers. The withdrawal of men to serve in the army and navy, and the extraordinary expansion in the production of war supplies has nearly drained the labor market. To keep the looms running in the textile factories and machines going in the innumerable manufacturing plants is, in many industries, of the utmost importance. Many plants have been compelled to shut down because of their inability to secure the help they need.

One of the large employers of labor is the Western Electric Company, which has in its several factories an operating force of 30,723 persons, of whom 8,363 are women. Since the United States entered the war in April, 1917, 2,100 men in its employ have joined the colors. Two companies of 250 men each, one from the Hawthorne factory, and the other from the New York factory, have been organized and entirely equipped by the Western Electric Company. To these must be added those of the employees—not a very large number, to be sure—who were enticed away by tempting offers made by munition manufacturers.

To fill the vacancies caused by the loss of these workers advertisements have been and still are running in the want columns of the daily newspapers, and particularly in those of Chicago, near which its principal manufacturing plant is situated. These have been found effective, but not to the same degree as in normal times, and in the vicinity of New York car cards have brought excellent returns. They are now appearing in the Newark and Jersey City street cars.

Another method employed is to

keep on the lookout for manufacturing concerns that, because of war conditions, are reducing their operating forces or are closing down temporarily. When any such concerns are found, representatives of the company immediately visit the town where the factory is located, and open negotiations for the services of the employees who find themselves jobless. Some of the best material it has found has been secured in this way. Usually men and women who have just been thrown out of work, and who, therefore, are somewhat apprehensive about the future, are glad to listen to the attractive offers made them by the Western Electric representatives.

INCREASING EMPLOYMENT OF WOMEN

But after all the ways for getting new employees had been exhausted the company found that more men were needed to carry on the work in its shops. This need made itself especially felt after the United States cast its lot with the Allies early in 1917. The attention of the officers of the Western Electric was directed to the experiences of English manufacturers in employing women upon tasks that had formerly been performed by men. PRINTERS' INK had published articles on the subject. Women had been employed in the Western Electric factories since 1873, but never upon work of this kind.

At first they served only as secretaries, stenographers, switchboard operators and clerks. But beginning with 1914 they had been employed as calculators and computers in the engineering department. They made electrical and transmission tests; in the transmission branch they did draughting; in the physical labo-

"One for All!—All for One!"

The Kansas City Post

Published in the Heart of America

KANSAS CITY, MISSOURI

**The Fastest Growing Newspaper in
the U. S. A.**

**DAILY AVERAGE CIRCU-
LATION:**

October 145,294

November 150,175

December . . 152,511

January . 156,607

February, 160,514

March, 165,989

Say! Boy!

*"Fools rush in where
Angels fear to tread."*

*That's what the wise
ones said—When
Tamm and Bonfils
opened up in K. C.
eight years ago.*

**Whoa!
Boy!**

April Average Will Be Over 170,000

Advertising Rate 15c. an Agate Line Flat

One Line or a Million Lines—One Time
or a Million Times

Cone, Lorenzen & Woodman

Publishers' Representatives

NEW YORK
Brunswick Building

CHICAGO
Advertising Building

DETROIT
American Building

ATLANTA
Candler Building

ratory they had been engaged on experimental work on switch-board lamps and filaments in general, where deft fingers as well as agile brains are required. The most of those young women were college graduates and were well qualified to fill these positions.

The shortage of men since the Government draft rule was adopted made it apparent that women would have to be employed in doing work that heretofore had been regarded as the exclusive province of the men. One of the first tryouts given the girls was in the operation of automatic screw machines, which are very complicated and require considerable skill to operate them successfully. In a short time the young women mastered the work, and are to-day doing fully as good work as the men who formerly ran them.

Lathe work, an essentially masculine employment, is one of the most important processes in machine construction and operation. And yet much of the lathe work in the Western Electric shops, and especially on the turret lathes, is now in the hands of women. Over 600 are employed in the winding room. Girls are operating the insulators, twisters, and braiders. In some lines the women do better work than the men, as in the delicate operations in splitting mica, welding platinum wires, mounting switch-board filaments, assembling small parts and winding coils, which require a steady hand, a light touch and infinite patience. They operate punch presses, do good work at drilling and tapping, and in gauging and inspecting hand generators.

The women who have taken up these occupations are selected with special care. They must be in good health, possess skill and good judgment, and be able to endure the tasks assigned them. The company makes ample provisions for their health, comfort, and recreation. Those who work in the shops wear "overalls" which give freedom of movement

without exposing them to accidents that often take place in machine factories when skirts are worn by the operators. Although much of the work soils their hands they don't seem to mind it a bit.

Dublin Newspapers' Gifts to Jackie

INDEPENDENT NEWSPAPERS, LTD.
DUBLIN, April 8th, 1918.

Editor of PRINTERS' INK:

We think it might be of interest to your readers to state that on the occasion of the recent visit to this port of some American naval ships we took the opportunity of presenting to each officer an Irish blackthorn stick. On each stick was a silver band with the following wording: "A little bit of dear old Tipperary, from the proprietors of Irish Independent Newspapers, Ltd." We may say that the sticks were grown and cut in Tipperary, and it was a matter of very great satisfaction to us to notice how pleased the officers were with this little token of their visit to Dublin. On the same occasion, St. Patrick's Day being imminent, we presented each member of the crews of the ships concerned with a bunch of Shamrock gathered in the village of Tacumshane. As the men were very interested to hear, this is the village in County Wexford where Commodore Barry is reputed to have been born.

T. A. GREHAN,
Advt. Manager.

St. Louis Ad Club Has Statler Hotel Quarters

The St. Louis Ad Club will open very attractive permanent clubrooms in the new Hotel Statler about May 1. The club's quarters extend the entire length of the hotel on the south side.

There will be no formal opening of the clubrooms, but they will be occupied as soon as redecorated and refurnished. The rooms carry with them full privileges of the hotel. Meetings of the executive committee will take place there Friday and the regular weekly meeting of the members at the noon luncheon Tuesday. An Ad Club table in the hotel grill will be set aside every day for members who care to lunch or dine informally with other members.

Added to Staff of "Forecast Magazine"

Miss Winifred Gibbs, director of the extension department of Mechanics Institute, Rochester, N. Y., and food conservation agent for Rochester, will on May 1 become assistant director of the School of Modern Cookery conducted by the *Forecast Magazine*, New York.

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If You
Gave Every
Dollar
You Own

how little would the sacrifice be compared to theirs.

We are not asked to give. We are asked only to *lend*. To lend at good interest secured by the best collateral on earth

U. S. Liberty Bonds

In co-operation with the Liberty Loan Committee
this advertisement is published by

D'Arcy Advertising Company
INTERNATIONAL LIFE BUILDING
ST. LOUIS

An official photograph of the club with which the German armies "finish off" wounded soldiers. 32,000 of these were recently captured by the Italians.



The Destruction of Civilization

IS in grim and sober reality what we are fighting this war to prevent. The club pictured above—from an actual official photograph—might be the weapon of a savage cave man of five thousand years ago. It is in fact the weapon with which German soldiers "finish off" enemy wounded who have fallen on the battlefield.

You Can Have Your Share in America's Answer to German Savagery

The Third Liberty Loan is your opportunity. It is the most direct blow that can be struck at German military supremacy. It is the most powerful aid that can be given our soldiers in France. It means rifles and helmets

There is only one answer to make to such methods—the defeat of the German armies. America has taken up the sword to give that answer. Our army is in France to help win this war on the battlefield—that civilization may be safe, that America may be safe.

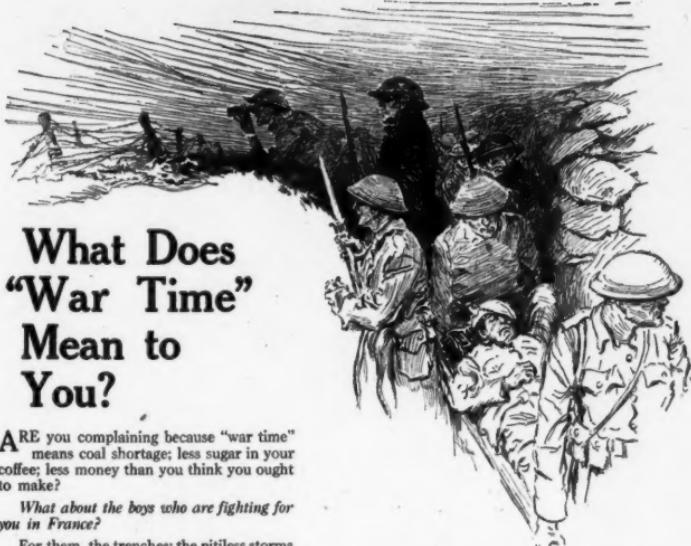
and gas-masks—the best protection for our men from German brutality. It means big guns and shells and airplanes—and VICTORY.

Invest today in bonds of the Third Liberty Loan, and save the lives of American soldiers.

Save Civilization, Save America, Your Own Family and Your Own Home

In co-operation with the Liberty Loan Committee this advertisement is published by

Fam. Stock & Boone
Minneapolis, Minnesota



What Does "War Time" Mean to You?

ARE you complaining because "war time" means coal shortage; less sugar in your coffee; less money than you think you ought to make?

What about the boys who are fighting for you in France?

For them, the trenches; the pitiless storms of rain and sleet; the ceaseless deafening bombardment of the guns; hunger, cold, and fever; wounds and death. For you,—a little economy and deprivation.

The Third Liberty Loan is *your opportunity* to prove the patriotism that is in your heart and on your lips.

Your opportunity to show yourself worthy of the heroism, the devotion, the self-renunciation of your soldiers and sailors.

Your opportunity to share, in some small degree, the sufferings of those who stand ready to make the supreme sacrifice for you.

All you can do is little enough. You simply *lend* your money. Do it, and be glad that you can do so much and sorry you can do no more.

*What are
you doing—
are you
doing your full
share for them*



In co-operation with the Liberty Loan Committee
this advertisement is published by

**Implement & Tractor
Trade Journal**

General Offices: KANSAS CITY, MO.

Minneapolis

Chicago

New York



The Road To France— He Is Keeping It Open

HE is fighting German submarines and German shells. *We can't win the war without him.* He faces the biting winds of the North Atlantic with a smile and a song—but 'way down in his heart is the knowledge that he is facing the biggest job that has ever fallen to the American Navy. . . . An ever increasing army of American soldiers in France is doing its part in a way to win the admiration of the world.

New troops must back them up. A ceaseless supply of food, guns, shells, airplanes and tanks must be sent to their support.

We asked this man if he was down-hearted. "In the words of old John Paul Jones," he said, "We've just begun to fight!"

THE victory of our arms—the very existence of our armies—depends upon safe transport through seas infested with submarines.

The American sailor will do his part—if we will lend him a hand. He needs money—lots of it—for ships and shells to keep open the road to France: We will not fail him.

*The American Sailor
Is Doing His Part—*

**LET US DO OURS!
BUY LIBERTY BONDS!**



In co-operation with the Liberty Loan Committee
this advertisement is published by

**SOUTHERN RURALIST
ATLANTA, GEORGIA**

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Advertisements That Encourage Clothes Hoarding Worry Officials

Apt to Cause a Serious Drain on Wool Resources

A DVERTISING copy that is calculated to encourage the purchase of clothing with the object of hoarding is frowned upon by Washington officials just now. The officials who express concern over this advertising are those who are seeking to preserve a balance between the requirements of our army and navy, and our civil population in the matter of wearing apparel. Clothes hoarding may never be discouraged by the severe repressive measures that have been adopted to curb the hoarding of foodstuffs, but officials are plainly concerned over the prospect.

It is realized that most of the advertisers whose copy encourages the hoarding instinct have been guiltless of any intent to complicate the nation's war problems. Indeed, the influence for clothes hoarding would be aroused only indirectly as the logic of much of the copy that has come under disapproval. Nevertheless, the officials are convinced that the effect of advertisements to which they make objection will be to induce a portion of the public to overbuy. Such a tendency they would have regarded more or less seriously at any time during the past year, but they are specially alarmed over the prospect just now in view of the new and increased requirements for woolen fabrics for army use. These requirements will cause a drain upon our wool resources and tex-

tile mill capacity that it is feared may threaten a shortage of garment supply for the civilian population. If the public has any tendency to be stampeded by fears of a "famine" in woolens and worsteds, advertisements that suggest buying against future requirements will only add to the complications.

Many of the advertisements to which exception is taken at Washington do not advise forehand-

Stein Advises You to Order Your Spring Suit to Measure NOW

I want to tell you men that when these suitings are sold out you'll have to pay 50 per cent more for the same qualities—if you can get them at all. The longer you put off, the more you'll pay.

| | | |
|---|--|--|
|  <p>Spring Suits Worth to \$30—To Measure</p> <p>\$23</p> | <p>They'll Cost You</p> <p>50% More Later On</p> | <p>Spring Suits Worth to \$40—To Measure</p> <p>\$29</p> |
| Officers, Attention! No Profiteering Here! | | |
| <small>Officers of the Army are well acquainted with our Mr. E. F. Mudd, the famous military cutter (formerly with Kean). Let him design you a uniform that will be a credit to you and to the service. Prompt delivery guaranteed.</small> | | |
| <small>Special—Gabardine Khaki Uniforms to order.....</small> | <small>O. D. Pure Wool Serge Uniforms—\$45 value to order.....</small> | <small>Officers' Rain Capes, \$10</small> |

M. STEIN & CO., Quality Tailors, 8th and F Sts.

THE SORT OF "SCARE COPY" OFFICIALS WISH TO DISCOURAGE

ness in buying because of any supposed shortage of supplies that may be impending, but make their appeal solely on the score of money-saving. As in many another line of trade, consumers are urged to buy at present quotations in order to dodge higher prices later. It is a form of copy that is a temptation to the firm that is overstocked with goods which, if not exactly seasonal in character may suffer in value by changes in fashion.

The request that is being quietly made by the Commercial Econ-

omy Board of the Council of National Defense that advertisers put the soft pedal on advertising that might suggest or encourage the hoarding of garments is the second intimation of Governmental preferences as to advertising policy that has come from this source. Some time since, as was duly reported in PRINTERS' INK, the Economy Board discouraged the "All Wool" advertising of certain firms whose copy was, it was felt, throwing a monkey wrench into Uncle Sam's newly created machinery for reducing the proportion of virgin wool in clothing. In that instance, the officials felt that there was an element of possible deception involved inasmuch as some of the advertisers believed that use of reworked wool or shoddy entitled them to use the term "All Wool," although the lay public evidently did not understand it that way.

At the Economy Board, the advertising conducive to clothes hoarding is regarded as a more serious menace than the "All Wool" copy. Speaking of the matter recently, Dr. Melvin T. Copeland, Secretary of the Commercial Economy Board, said: "In view of the present wool situation it is just as much against the public interest to encourage consumers to hoard garments by buying beyond their real immediate needs, as it is to encourage them to hoard foodstuffs. These advertisements are giving us grave concern. For various reasons we are very reluctant to issue any statement to the public to offset such advertisements, but their use is so widespread, and is continuing for so long that it appears that something must be done." Dr. Copeland further emphasized that quite aside from the consideration of patriotism involved, it is the conviction of the officials that advertising of this kind is undesirable from the long-run business standpoint. Undue price inflation may result for one thing, and set over against any stimulus to business now there must be reckoned with a proportionate slump later on.

New York Advertising Agents' Dinner

The New York Advertising Agents' Association on April 18 at a dinner held at the Aldine Club, listened to three interesting addresses upon subjects having a special appeal to them. John Adams Thayer, of the Periodical Publishers' Association, spoke on "The Bearing of Our New Postal Regulation on Your Business and Ours." He gave a brief but illuminating summary of the subject in which he pointed out the injustice of the new law and the hardships it would work upon all publishers of periodicals, and emphasized the necessity that all should do what they can to influence Congress to suspend the operation of the law until one year after we have won the war. He concluded with this statement:

"It will interest you to know that 265 organizations, representing the different phases of American thought—cultural, economic, religious and commercial, from all sections of the country, have already registered their emphatic opposition to this law, having adopted formal resolutions demanding its repeal."

Lee W. Maxwell, of the Crowell Publishing Company, talked upon the qualifications that advertising agents must have in order to be recognized by the Periodical Publishers' Association.

Earl M. Wilson, of the Curtis Publishing Company, spoke about the future of the advertising business. He said that a number of manufacturers with extensive plants at present engaged upon the production of war materials were already looking about for articles to manufacture that can be advertised.

New Detroit Agency

Brown, Goodman, Schroeder, Taylor, Inc., has opened an advertising agency in Detroit. Tom Schroeder, formerly advertising manager of "Miller's Biggest Little Stores," will head the copy department. P. R. Birckner, formerly of the Etheridge Company, will have charge of the art department.

A Work-a-day Romance—

Behind the gripping tension of American business, a sleepless force is at work. Too often unrecognized, too often underrated, it has played its silent part in winning spectacular successes for thousands of individual businesses. Many a time it has been the source of the initiative and energy which has lifted a whole industry to new usefulness.

Today that quiet force is concentrated behind another National Necessity—the winning of the WAR.

The romance of this modest giant—the Business Paper Press of our nation—will be told at Cleveland April 29th to May 4th.

In carefully-studied displays, in graphic charts and pictures, in noon addresses by nationally-prominent business executives, editors and advertising men, the story will be told from three vitally interesting angles.

Plan to be in Cleveland between April 29th and May 4th. The lessons of the exhibit will send you back to your desk with a new vision of the possibilities in your business problem.

Business Paper Division
CLEVELAND ADVERTISING CLUB
Hotel Statler

Cleveland



28 Of Our Men are Now Serving
Uncle Sam on the Field of Honor.

250 More are Now Buying Bonds
of the Third Liberty Loan and
Serving Our Customers with
the Usual Rapid Co-Operation.

THE RAPID ELECTROTYPE CO.
NEW YORK CINCINNATI CHICAGO

THE WORLD'S LARGEST MAKER AND DISTRIBUTOR
OF ADVERTISING PLATES.

Selz Fights Tendency to Buy Shoes of Leather Substitutes

Chicago Shoe House Has a Cheap Line, but Won't Put Name on It—Good Results Hoped For from Militant Advertising

RECENT advertising of Selz, Schwab & Company, of Chicago, has been rather remarkable for the outspoken quality of its statements regarding present shoe conditions. References to "wartime substitutes" and "imitations cleverly concealed," with similar phraseology, gave a highly competitive character to the advertising, and at the same time challenge the public to compare Selz shoes, as to quality, not only with competing goods but also with previous Selz products.

Back of the advertising, of course, is the feeling on the part of the manufacturer that lowering quality standards now would be a mistake; that it is a mistake for the maker, the dealer and the public to encourage shoes that are made cheaply, merely to maintain a price, or that are made cheaply and sold at a higher price than the consumer has been accustomed to. But more than this is the desire that the dealer and the salesman of the Selz company shall have a realization that the house is supporting them in their fight against following the line of least resistance to cheaply made shoes, that are built to fit a price, and not to fit a standard of quality.

The Selz line contains shoes that are not all-leather, shoes that are not what it regards as best for the public. These shoes are in the line because a certain class of the trade insists on them. But they are not branded with the Selz stamp, and the company does not offer them to the trade for anything more than what they are. It is investing money, however, to urge the public and the trade to adhere to the standards of quality which must be used if the resultant product is to be wholly satisfactory.

Here is the situation as the average shoe dealer sees it:

"I used to feature a \$3 shoe, a good, dependable, popular-priced shoe, made to meet the needs of a certain class of my trade. It is now impossible to sell that shoe for less than \$5. That is a jump of two-thirds in the price. Some of the customers who formerly paid \$3 can't follow the increase all the way—their buying capacity is limited. I have asked the manufacturers to give me that old \$3 shoe, with certain changes and alterations, trimming it here and there so as to bring it down to a retail price of \$4. And that is what the man who used to get the \$3 shoe is buying to-day."

That attitude on the part of the dealer is what is forcing many of the manufacturers to cheapen their lines; that is responsible for some of the cheaper numbers in the Selz line. But the company believes that the consumer who insists on that kind of shoe is wrong, that the dealer who sells it is shortsighted in his policy, and that it would be making a huge mistake if it allowed goods of that kind to go out of its factory branded with the mark that it has spent thousands to advertise.

PAYS TO KEEP PUBLIC INFORMED

"The dealer ought to explain to the consumer," said M. E. Maggart, advertising manager of the company, "that it is no longer possible to make a good shoe at the old price. If he has only \$3 to pay, tell him to keep his money, cobble his old shoes at home, if necessary, and wait until he can buy the right kind of shoe at the price which it is necessary for him to pay. Selz is trying to educate the public to that kind of policy."

Mr. Maggart took the representative of *PRINTERS' INK* into the Selz sample room and showed two shoes, of exactly the same design. One carried the Selz

brand; the other was unbranded. The latter looked, if anything, a little better than the other; yet it was a much cheaper shoe, made with substitutes instead of all leather, and not in any way to be compared with the Selz-marked product from the standpoint of wear and service, Mr. Maggart said. The shoe had the appearance that would make it sell, but lacked the quality possessed by the other shoe.

"The salesmen, as well as the dealers," Mr. Maggart said, "have been responsible for some of the trouble. The dealer may have been buying shoes from another concern, which has been reducing the quality to keep the price close to what was formerly paid. He hates to have to educate his customers up to the advance, and may even think that he can 'get by' with a shoe whose quality has been cut, provided it still has the style and the looks.

"Lots of times a salesman would rather take an order from a customer of this type for cheap shoes, which will not be a good thing for his business or his customers, than go to the trouble of showing him the necessity of adhering to the right standard of quality, and protecting his business from the ill effects of selling shoes that can't make good for his customers.

"One of the best results of our magazine advertising has been to stimulate the merchants and make them appreciate the fact that they can't afford, in the long run, to tamper with quality, and make them want to put Selz-branded shoes of all-leather materials in stock. In the same way the salesmen have been strengthened to the point where they are not following the line of least resistance, but are fighting to sell the dealer the quality idea."

Shoe dealers say that higher prices have had one very important effect on their trade, and that is, while most of the public are reconciled to paying higher prices for shoes, there is a greater disposition to shop. In other words, the necessary investment for good

shoes is now so much greater than it used to be that the customer is justified in looking over the situation very carefully, and in picking out a shoe that in price and quality seems to offer the most for the money.

This condition seems to dovetail exactly with the kind of appeal which is being made by the Selz company, which in a recent advertisement appealed to "cautious buyers," and presented "new facts all should know."

"Now more than ever must the public concern itself with what materials shoes are made of. War-time substitutes for leather are many. Imitations are cleverly concealed," the ad declared.

"So caution bids you for your self-protection to ask for shoes that are made of all-leather.

"Selz shoes are built of all-leather, notwithstanding that substitutes, if we would use them, would save us thousands of dollars per year.

"More than that—these shoes are made only of leather selected by experts for its excellence.

"Nothing can equal good leather for wear. And nothing can conform to the shape of the foot so comfortably.

"In Selz shoes you will always find the newest style creations. And you will receive many valuable improvements in construction and fit."

HOUSE-ORGAN LAYS FACTS BEFORE DEALERS

With regard to the use of substitutes, Mr. Maggart said that there is no difficulty at present about getting leather for shoes; the price is higher than formerly, and there is some shortage, but still materials may be had by the company which is willing to pay for them. Consequently, he declared, his concern has felt that it is timely to emphasize for the benefit of the public the fact that all-leather shoes are obtainable, and that it is not necessary to accept shoes containing substitutes unless the consumer wants them.

Some "inside information" on the shoe situation, which explains

Let us show you the meaning in the word

ART MAT

The incomparable dull finish coated

It stands for dependability, for dignity of type page, for warmth and richness of illustration, for printed matter that invites and holds the eye and suggests, on every page, quality in the goods advertised.

Our Art Mat Exhibit case illustrates. Send for it today. No charge to you and a pleasure for us.

LOUIS DEJONGE & CO.

NEW YORK CITY



part of the statements made in the advertisement referred to, is given in a recent issue of "The Selz Weekly News," the house-organ of the company, which is distributed principally in its own organization, though it is also mailed to a limited number of important dealers. An article headed, "Facts About Certain Shoes," and signed by Harry A. Bollman, says:

"In last week's "News" we told you about having gone through the catalogue of one of the largest houses in the West, and called your attention to a number of styles, which were selling at higher prices than ours.

"There was one shoe in the line, however, priced at five cents per pair less than ours; this was a chocolate and black elkskin blucher with a viscolized chrome sole, similar to our stock number D1710, and from the cut shown in the catalogue and the description given with it, it looked as if their shoe was as good as ours, but selling for five cents a pair less, so we bought a pair of them and have had the superintendent of our Genoa factory take the shoe apart, and we just have his report, showing that we could make their shoe at 17 cents less per pair than ours cost to build, for their shoe has a fiber counter, while ours is one-piece leather. They have a hideite heel, ours is all leather. The inner sole in their shoes is made of paper or cardboard, reinforced with a light, flexible piece of split leather, just heavy enough to keep the nails from pulling through. Our heels are slugged, theirs are not. And in addition to this, they use only a plain tongue in their shoe, while ours is a half-bellows."

Thus the company is furnishing its salesmen with ammunition to show the shoe buyer the difference between a shoe that is made the Selz way and one that is manufactured of substitutes. In a good many cases, as indicated in the instance quoted, the shoe with substitutes appears to be selling for practically what an all-leather shoe would bring.

"One of these days," Mr. Mag-

gart said, "leather conditions will be normal, the shoe business will be normal and the war will be over. What will have happened to the business of the manufacturer who has been cutting quality and taking advantage of the opportunity created by the war to lower his standards? A lot of people who formerly banked on his product will have switched their trade; his brands will not carry the confidence that they formerly possessed.

"The manufacturer who sticks to quality to-day, and who informs the trade and the public why he is doing it, so that they will be confirmed in their insistence on quality, will have his prestige and good will in undimmed glory. He will have had to make a fight to protect his brands, but he will have made friends out of the people who bought and used his product. That is the theory that we are working on, and we are convinced that it is the correct one."

Aims to Obviate Fruitless Travel by Salesmen

One way for traveling men partially to overcome the situation created by the impaired train service is to get assurance from their customers that they will be "at home" to the salesmen when they call. Alfred Decker & Cohn, Chicago, makers of "Society" brand clothing, are endeavoring to bring this to pass by means of a letter recently sent to their customers.

After a brief statement of conditions on the railroads, the letter goes on as follows:

"Our representatives are anxious to see their customers as quickly as is possible, and give them good service, and we will appreciate your help in that direction. When you receive an advance notice that our representative will call on you at a given date and it will be impossible for you to give him your attention at that time, please wire us at once at our expense, so that we can in turn notify him to make other arrangements."

Gardner to Leave Eaton, Crane & Pike Co.

Richard B. G. Gardner, in charge of the sales promotion and dealer service departments of Eaton, Crane & Pike Co., Pittsfield, Mass., has resigned, effective June 1.

Mr. Gardner's future plans have not been announced.



“Somewhere in Transit”

“Somewhere in Transit” means as little these days as “somewhere in France.”

When advertising men send out cuts or printed matter in quantities three things are desirable:

That the package be plainly addressed, so it will not go astray.

That the man who is to get it be at once advised of shipment, so that if there is delay in transit, he will know where the fault lies.

That an indisputable record of the shipment go into the sender's files when the shipment is made.

Then there are no misunderstandings.

A shipping label printed in triplicate which meets all these requirements is one of the many valuable forms which the Hammermill Portfolios offer. Write us, on your letterhead, and we will send you the portfolio which will be of most help to you in your business. The complete set will be sent, on request, to any printer.

Hammermill Bond is a high-grade paper, moderately priced—a good paper on which to standardize your printing.

HAMMERMILL PAPER COMPANY, ERIE, PA.

HAMMERMILL BOND

“The Utility Business Paper”

A. B. C. Service

insures that every dollar spent in advertising buys its full measure of certified circulation.

Every Agency

member of the A. B. C. can base campaigns on circulation figures that are certified, tangible and truthful without further investigation.

Every Advertiser

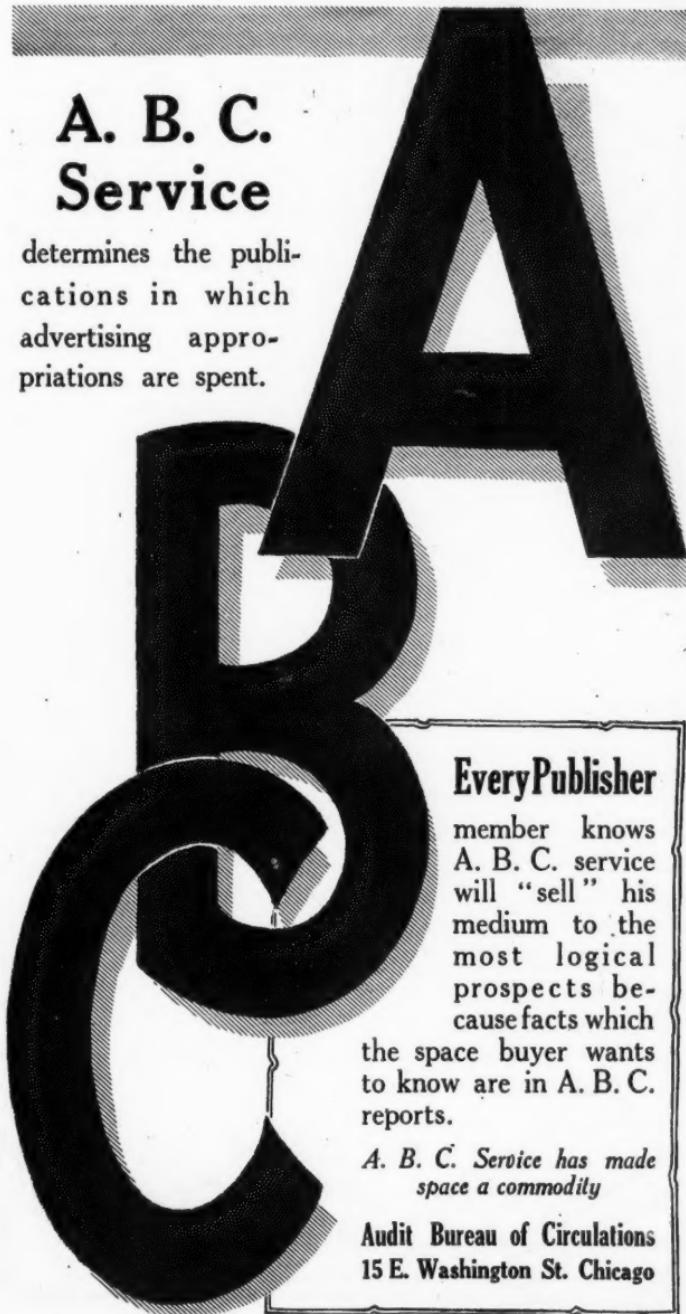
member gets up-to-the-minute information of the quantity and quality of the circulation he is buying.

He can figure on figures based on facts.

**Audit Bureau of Circulations
15 E. Washington St., Chicago**

A. B. C. Service

determines the publications in which advertising appropriations are spent.



Every Publisher

member knows A. B. C. service will "sell" his medium to the most logical prospects because facts which the space buyer wants to know are in A. B. C. reports.

A. B. C. Service has made space a commodity

Audit Bureau of Circulations
15 E. Washington St. Chicago

FOLLOW THE FLAG

Have you noticed how extensively our Government has used posters in this War? First, recruiting; then the food and coal conservation; then the three Liberty Bond issues; the Red Cross; the Y. M. C. A. and all the other War activities.

Consider for yourself the effect these posters have made upon you, and compare it with that made by the printed page. Notice, if you will, the large poster boards on which these various War activities are advertised. They are erected in the public parks and placed on the outside of banks and public buildings. Would you have believed a year ago that posters would have been permitted in locations like these?

What does all this mean to you as an advertiser? Can't you see that the Government just had to secure results and took posting because it was the strongest and best way of getting them?

Now, if posters had been used *only* in recruiting, you might say that they were all right for an appeal to young men; but when they are used to persuade the housekeeper to save fuel and food, and the banker and capitalist to forego his 7% and 8% investments and buy Liberty Bonds, then posters are going some!

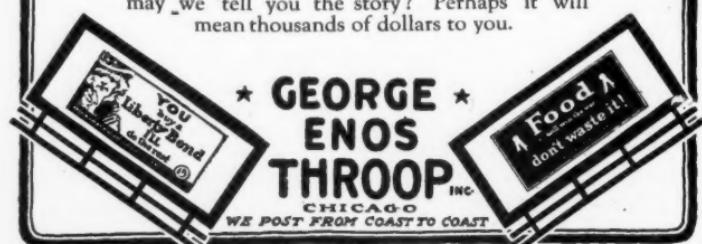
Wake up, Mr. Advertiser! Follow Uncle Sam! What is good enough for him is good enough for you.

And don't forget the price. We can cover every city in the United States of 25,000 people and over (more than thirty-three millions or one-third of the population) for less than \$27,000 per month. A few months in posting will give the impression of a yearly showing.

Compare this with any other medium in existence. Remember that posters make their appeal in colors in a large and forceful way and are on view all day, every day for 30 days in each month.

Every advertiser should *know* posting as we know it. When may we tell you the story? Perhaps it will mean thousands of dollars to you.

* **GEORGE
ENOS
THROOP** INC.
CHICAGO
WE POST FROM COAST TO COAST



Bureau of Advertising Extends Work in Year Just Passed

Report Gives Details of Trade Investigations Already Described in PRINTERS' INK and Makes Recommendation for Future

THE annual report of the committee in charge of the Bureau of Advertising, A.N.P.A., of which Fleming Newbold, of the *Washington Star*, is chairman, was submitted at the meeting of the Bureau, held at the Waldorf-Astoria, New York, on April 24. According to statements made therein, at the close of the quarter ending February 28, 1918, the Bureau had 283 members as compared with 289 a year ago. Two new members have joined since the quarter closed. Of the total number 191 are members of the American Newspaper Publishers' Association. The cash balance on hand on February 28 was \$4,830.62 after all obligations had been met. Including bills collectible and other assets the surplus is \$6,443.44. Notwithstanding the increased costs on every side, the Bureau lived within its income during the year and added \$926.66 to its surplus.

Continuing, the report says, in part:

"Representatives of the Bureau spent 207 days in traveling during the year just ended.

"One country-wide trip taking in the Pacific Coast was made during the year and a portion of another coast-to-coast trip also fell within the first part of the fiscal year.

"Interviews were had with the executives of many businesses, most of the leading agencies of the country and addresses were made before organizations interested in newspaper advertising.

"In connection with the Bureau's latest trip to the Pacific Coast, it is interesting to note that this was made at the request of newspaper special representatives and in the main covered ground previously visited by the director in the spring. The Chicago Representatives Association appointed E. S. Wells, Jr., to fol-

low up the Bureau's work on the Pacific Coast with a solicitation trip in behalf of all newspapers. Your Committee believes much effective work was done on the Pacific Coast, but that the effect is in part lost because of lack of permanent representation on the ground.

"The Bureau can point to the development of some Pacific Coast business as the result of its efforts and a better understanding of newspaper advertising on the part of Western advertisers.

"Much of the solicitation of the Bureau among advertisers was based upon a system of trade investigations. This work was undertaken at the suggestion of the chairman and it is probable that no work done by the Bureau has aroused so much interest.

HOW TRADE INVESTIGATIONS ARE MADE

"The system employed in making these trade investigations was as follows:

"An industry was selected that seemed to offer possibilities from an advertising standpoint. The Bureau prepared a series of questions addressed to dealers covering the names of the leading brands; the prices at which these were sold; the attitude of the retailer and the consumer towards these brands; the method of advertising them and the possibilities of marketing a new brand with the help of newspaper advertising. The questions were sent to newspapers generally if the inquiry happened to be a country-wide one, or to members in certain sections if it were a sectional one. The newspapers obtained the answers from the dealers and turned in the reports to the Bureau. These reports were analyzed by the Bureau and from them it was possible to establish the general merchandising tend-

encies in the particular industry under investigation. Special blanks and binders were provided by the Bureau and summaries with the detailed reports were bound in handy form.

"Next, a selected list of the manufacturers in the particular industry was addressed by the Bureau and a copy of the summary sent to each one. In virtually every case, the manufacturer sent for the complete report and in most instances a personal interview with a representative of the Bureau followed.

REPORTS ARE APPRECIATED

"Many inquiries were received from agencies for copies of these reports to help them in the development of accounts. In every instance the name of the newspaper gathering the data was included with the city investigated.

"Through these trade investigations the Bureau was able to accomplish much of specific value. In the case of advertisers using the newspaper, the data made possible the more intelligent direction of campaigns. For non-users of newspapers the reports have disclosed new merchandising opportunities. For example:

"Every large factor in the butter substitute field has been supplied with a copy of the results of our investigation covering that industry. This investigation is serving as a guide for newspaper advertisers of this product who are making their plans for the summer months and for big campaigns next fall. It also indicated to the concerns preparing to market such products, the opportunities that await them.

"The manufacturers of substitute leather soles have taken advantage of our investigation covering that field. The necessity for newspaper advertising was strongly established through our report on that industry and the manufacturers learned of consumer and trade conditions which apparently they did not know or to which they were paying little attention.

"Makers of automobile lenses

have used freely the Bureau's investigation of this industry. In one instance, a manufacturer who had spent a large sum of money in mediums other than newspapers called for a special investigation covering a certain section of the country. This the Bureau made for him in addition to presenting the regular report and a newspaper campaign covering the section in question resulted.

"The Bureau's paint investigation showed that in spite of the advertising done in the past, the industry was still a 'free-for-all' so far as any dominating factor was concerned. The report brought together the president of one of the largest paint manufacturing concerns, his advertising agent and representatives of the Bureau and as a result of conditions disclosed, a campaign covering a large list of cities was decided upon. All the principal firms manufacturing paint received copies of the investigation and a number of advertising plans are pending.

"Increased interest in the Bureau is evidenced by the many inquiries received from advertising agencies and by requests from trade publications for articles about the reports. In the judgment of your Committee, the Bureau has attempted nothing of greater value as a means of stimulating general newspaper advertising and the work should be vigorously pushed and broadened in its scope.

WINDOW DISPLAY WEEK OBSERVED

"International Newspaper Window Display Week, an annual event originated by the Bureau, was held during the week of October 8-13, with the active participation of 521 newspapers and with the co-operation of 79 others.

"Dealers of all kinds in 444 cities of the United States and Canada filled their windows during that week with goods that were newspaper advertised.

"The display not only provided the Bureau with a pictorial argument to present to national advertisers, but brought the news-

22,000 Bank Buyers

—usually the managing officer in each bank — receive *Successful Banking* every month.

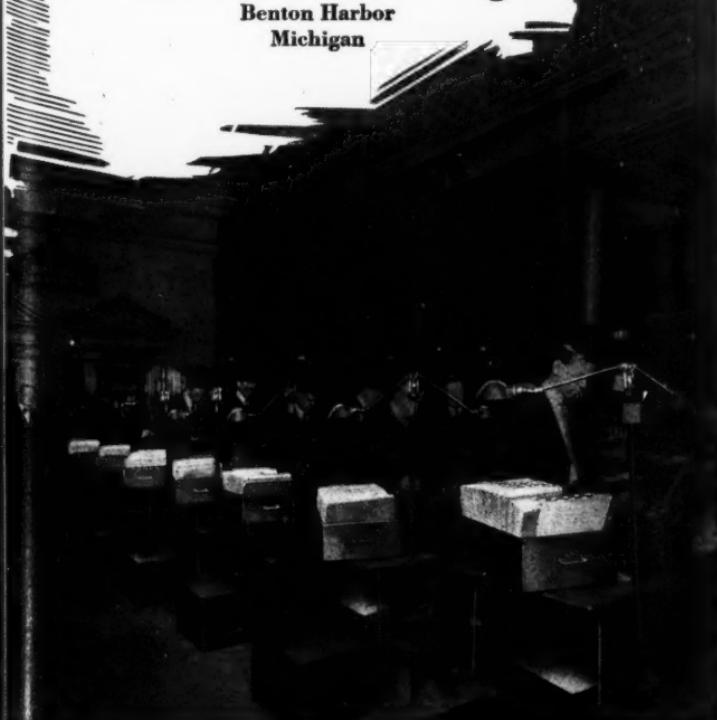
¶ The *Successful Banking* reader purchases or influences the buying of supplies and equipment and institutes all new services and systems for his bank. He is the active head of the bank.

¶ Its editorial matter is not equalled. The country's highest grade professional writers write articles especially for *Successful Banking*. Amongst whom are James H. Collins, Edward Mott Woolley, B. C. Forbes, Orison Swett Marden and others.

¶ It is the only banking publication that reaches the buying officials of the banks, at a cost of one-third of a cent per page.

Successful Banking

Benton Harbor
Michigan



papers themselves in closer touch with advertisers. Window Week was a particularly valuable adjunct this year, because its support in the midst of the world war served to stimulate business and to turn the attention of the public to newspaper advertising.

"Invitations to join in this event were extended to every daily newspaper in North America.

COMMITTEE'S RECOMMENDATIONS

"Conditions incident to the war make it doubly imperative to push the newspaper advertising propaganda among general advertisers. This is a day of concentration and economy in advertising. The manufacturer is looking for logical markets, and it is highly profitable to newspapers to show him that he can best serve these markets with newspaper advertising as his mainstay of promotion.

"The extra burdens that newspapers are carrying spur us to seek new avenues of revenue. The manufacturer looking for convenient outlets for his product is our logical 'prospect' in this direction. It is quite appropriate to remark that in showing a manufacturer the advantages of newspaper advertising concentrated in carefully investigated territories, we are rendering him a service no less than ourselves.

"The Bureau of Advertising needs an office in Chicago and it needs an office on the Pacific Coast. Its representatives travel the Middle Western field just as faithfully and as frequently as they travel the Eastern field, but the absence of an office in the Middle West is losing us opportunities every day.

"The Pacific Coast situation has been discussed in these reports and in our bulletin. Our competitors are well entrenched out there, and there are many prospective accounts awaiting development which call for our early attention. The three solicitation trips which the Bureau has made through that section show clearly that a branch could be es-

tablished at San Francisco with much profit to the newspaper industry.

"If the members of the A. N. P. A. who are not now members of the Bureau of Advertising can be induced to support the Bureau, it will be possible for us to carry out the plans which we so urgently recommended. The Bureau is in position to go ahead with its work on its present basis during the coming year. But it needs the broad support of newspapers to make it achieve its goal and to compete upon an even footing with the other mediums in the field.

"The Bureau holds the confidence and the respect of business and advertising interests. This is due to the fact that it has never betrayed a confidence among the many entrusted to it, and because it deals in common-sense fashion with actual conditions of merchandising and advertising. Its work has grown beyond its resources, and your Committee urges upon non-members of the Bureau among the A. N. P. A. membership, with all the earnestness in its power, to make immediate arrangements to support the Bureau during the coming year. The fee entailed is a trifling one in comparison with the vast importance of the work.

"Your Committee again draws the attention of newspapers to the advisability of compiling facts and figures about the markets they serve as a sure means of increasing advertising revenues. This may well be said to be the keynote of newspaper advertising in the national field. The Bureau's work in connection with trade investigations and the other facts set forth here as to the economic conditions through which we are passing, emphasize this point.

"The Bureau has continued to discourage the kinds of co-operation which, in its judgment, are undesirable. It believes, however, in doing its utmost to encourage the kind of work that will throw light upon the market opportunities of every community."

Largest in America!

The Georgian Company Is Pleased to Announce That It Has Established

The Largest 3c Afternoon Circulation in America — The Greatest Sunday Circulation in the Entire South

(Excepting the Commercial Appeal)

No Premiums, No Cut Rates, No Land Schemes, No Coupons, No Voting Contests or Special Inducements

Just a Clean, Wholesome Newspaper Which Is Believed In, Bought and Paid For by the Best Southern Homes

The Atlanta Georgian and Sunday American

The Newspapers of the Home and The South's Greatest Newspapers

**Net Paid Daily
Six Month Average**

62,537

**Net Paid Sunday
Six Month Average**

105,287

*W. G. Bryan, Publisher
Arthur A. Hinkley, Advertising Director
Benjamin & Kentnor Co., Foreign Representatives
Brunswick Bldg. New York. Mallers Bldg., Chicago*

Member Audit Bureau of Circulations



The GREATEST MOTHER in the WORLD

Stretching forth her hands to all in need—to Jew or Gentile, black or white, knowing no favorite, yet favoring all. Seeing all things with a mother's sixth sense that's blind to jealousy and meanness; helping the little home that's crushed beneath an iron hand by showing mercy in a healthy, human way; rebuilding it, in fact, with

+ stone on stone and bringing warmth to hearts and hearths too long neglected.

Reaching out her hands across the sea to No Man's Land; to heal and comfort thousands who must fight and bleed in crawling holes and water-soaked entrenchments where cold and wet bite deeper, so they write, than Boche steel or lead.

She's warming thousands, feeding thousands, helping thousands from her store; the Greatest Mother in the **+** World—the RED CROSS. **+**

Every Dollar of a Red Cross War Fund goes to War Relief.

This advertisement appears in an extensive list of National monthlies and weeklies in May.

THAT this Red Cross advertisement may prove as great an inspiration to all who see it as it has been to us who created it is the sincere hope of the advertising agency of

JOSEPH RICHARDS COMPANY
INCORPORATED
ADVERTISING

NINE EAST FORTIETH STREET NEW YORK

An attractive enlargement (10 $\frac{1}{4}$ x 13 $\frac{1}{2}$ inches) of the Red Cross Message on opposite page, suitable for framing, will be sent upon request to us.

FOUNDED



IN 1874

(Applicants for Membership Audit Bureau of Circulations.)

THE PITTSBURGH POST HAS THE SECOND
LARGEST SUNDAY AND MORNING CIRCU-
LATION IN PITTSBURGH.

THE PITTSBURGH SUN HAS SHOWN THE
LARGEST GAIN IN CIRCULATION OF ALL
PITTSBURGH AFTERNOON NEWSPAPERS
DURING THE PAST YEAR.

THE RECORD OF GROWTH IN CIRCULATION IS SHOWN BY THE STATEMENTS TO THE UNITED STATES POSTOFFICE DEPARTMENT FOR THE PAST THREE YEARS, AS FOLLOWS:

| | April 1, 1918 | April 1, 1917 | April 1, 1916 | April 1, 1915 |
|--|------------------|------------------|------------------|------------------|
| SUNDAY POST (Morning) | 105,706 | 94,558 | 85,594 | 75,903 |
| DAILY POST (Morning) | 66,942 | 51,079 | 51,486 | 50,882 |
| DAILY SUN (Evening) | 71,147 | 61,695 | 60,066 | 49,996 |

CLEAN, ENTERPRISING AND AGGRESSIVE, THESE NEWSPAPERS RENDER A COMPREHENSIVE SERVICE TO PITTSBURGH PEOPLE; AND THEIR EXTRAORDINARY GROWTH IN A HIGHLY COMPETITIVE FIELD IS DUE SOLELY TO THE MERIT PITTSBURGHERS HAVE COME TO DISCERN IN THEM.

"Ask Anyone From Pittsburgh"

CONE, LORENZEN & WOODMAN, Publishers' Representatives
NEW YORK CHICAGO DETROIT

Larkin's "Serve-Self" Store Winning Out

Probability That the Type of Store Now Drawing Customers in Buffalo Will Be the Model of a Chain

IN its search for economic units of distribution as described in a recent number of *PRINTERS' INK*, the Larkin Co., Buffalo, N. Y., large mail-order merchandiser, has given heed to the possibilities of the "serve-self" store, and rumor has it that this will be the type adopted for the extensive chain which the company purposes establishing with links in most of the more important cities of the East.

While officials of the company are not ready to make any announcement as to the extent or nature of these chain stores and view all efforts up to the present simply in an experimental light, the fact remains that the "serve-self" type is proving successful, and it is probable that the first store of the kind opened at Buffalo will be duplicated with improvements and modifications elsewhere. This belief is supported by the fact that other stores of the same type are being opened in Buffalo.

Ever since its beginning the Larkin company has sought to find the most direct method of reaching the consumer. What its mail-order business has accomplished and is still accomplishing along this line is well known. But war has brought changed conditions, and the management realizes that there are untouched sales possibilities. Hence the experiments with retail stores.

The first store of the "serve self" type was opened in Buffalo early in March. It is right in the heart of what is known as the Elmwood avenue district, which consists of a smattering of wealth mingled with people who might be classed as in moderately comfortable circumstances. Why this location was chosen to test out an experiment in merchandising, wherein economy of buying is one

of the chief features, might puzzle one for a moment, but stop and consider household economic conditions as they actually exist. Living expenses have vastly increased in the last few years, but scarcity of workers has had the effect of increasing the income of daily wage-earners in proportion to the increased demand.

The rub comes on the salaried people who are earning little or nothing more than they were at the beginning of the war. In addition to this they are under heavy expense for the purchase of war bonds, donations of one kind and another, and in many cases families are feeling the absence of one or more of the drafted boys who contributed to the family upkeep. The result of all this is that the erstwhile spendthrift Elmwood district is now counting its pennies with scrupulous care, and anything which makes for economical buying is welcomed.

The first of the Larkin "serve-self" stores is far from pretentious. It is just a little "hole in the wall" of a two-story business block near the corner of Elmwood and Auburn avenues. The store front is distinctively painted and the name of the Larkin company appears in white letters above the door. Inside, the duties which would ordinarily fall to a half-dozen clerks, cashiers and bundle boys are discharged by one man; or more correctly there is just one man at work in the store, for the work which is usually done by a staff of employees is done by the customers themselves. They enter through a little gate where stands the manager, cashier, floor-walker and chief salesman in one pair of shoes. They make their way around the shelves where the ready-wrapped goods are piled and pick up what they want. Everything is marked in plain figures.

Signs make it possible to find what you want without trouble. The stock consists of what might be termed dry groceries and there is practically everything in this line. If you want a perishable commodity, such as a pound of butter, you simply open the door of an icebox and take it out. If you cannot find what you want you go to the front of the store and ask the man. On leaving the store each purchaser may buy a basket at the cost of five cents, the purchases are checked up and paid for. It is a very simple arrangement throughout.

Up to the present time the company's greatest difficulty has been in getting women used to the new method of selling. When you visit the store for the first time it is borne in upon you how tenderly the American woman has been babied in her buying. She is accustomed to having someone show her the right counter, someone to explain the merits of the goods, someone to wrap them up and take them home for her. All she has had to do is to make up her mind, and she even had help with that. At the new type of Larkin stores there is none of this. Friend housewife is entirely on her own resources. She is left to sink or swim in a sea of canned beans, tomato catsup and dried apricots, and naturally she thinks at first she is neglected. If you had visited this store on one of its early days you would have felt sorry for the man in charge. All the women in the place had set faces and each was trying her best to remember she was a lady and to keep from telling him what she thought of him. But this cheerful diplomatist is hopeful. He says it is only the newcomers who are disgruntled, and after they have been in the store a couple of times they have no trouble in waiting on themselves. They even say they like the system. So it will probably work out all right. In fact it is doing so now, for the new store is drawing a crowd and showing a splendid volume of sales at a minimum cost for clerk hire.

"Printers' Ink" Appreciated Abroad

THOMAS RUSSELL

Advertisement Specialist & Consultant
LONDON, ENGL., March 26, 1918.
Editor of PRINTERS' INK:

For a long time it has been in my mind to say something to you which I expect you have often heard said before, and that is what a wonder *PRINTERS' INK* is. There is never an issue of it that does not contain useful ideas and suggestions, and I find myself constantly sending spare copies to all sorts of people, or even cut out articles from it, because I cannot spare the entire copy for each one, and it also constantly happens that the people ask me how to get it, so that we have a standard paragraph in the office which tells people they can subscribe direct from New York office.

This morning I got a letter from a client, who writes: "If there is one article in six months in *PRINTERS' INK* like the one you sent me, it would be well worth the subscription, and I should like to have it regularly. I am almost afraid of saying this, for fear you should suggest sending me on your copy. I hope, however, you will not do so, but will put me in the way of getting it direct."

You may not know it, but you are doing a quite exceptional work, and are making efficient advertising men all over the world. There is no exaggeration about this. When I was in Australia and New Zealand in 1898 people everywhere used to ask me if I was any relation to the Russell who wrote in *PRINTERS' INK*, and there and in India, too, I met business men to whom *PRINTERS' INK* was a sort of a business bible.

If it is any encouragement to you to have fresh testimony, it is no more than a duty for me to send it to you.

THOMAS RUSSELL.

Kenton Harman Joins Berrien-Durstine, Inc.

Kenton Harman has resigned as manager of the Eastern sales department of the Cincinnati Rubber Manufacturing Co. and has joined Berrien-Durstine, Inc., New York. He was previously business manager of Street & Finney, Inc., and later with the Dort Motor Car Co. as Metropolitan District manager.

Mr. Harman will act as space-buyer and be responsible for internal management.

R. J. Thorne Named Aid to Goethals

Robert J. Thorne has been appointed assistant to Major-General Goethals, Acting Quartermaster-General. He has not been assigned to any specific duties, but will represent General Goethals in special matters that may arise.

Mr. Thorne is president of Montgomery Ward & Co., Chicago.

LAUNCHING
a New Merchantman

an important addition to the
Chilton Co's Business-Building Fleet

**CHILTON
TRACTOR
JOURNAL**

a publication devoted exclusively to the
interests of the Tractor Trade. It will be
published monthly, the first issue being
that of

July, 1918

The CHILTON TRACTOR JOURNAL
will be extensively read by the tractor
trade, because it will contain the kind
of information that dealer and maker
require. It offers the best and most
economical way of reaching everybody
interested in the manufacture or sale
of tractors.

Rates and other data on request

CHILTON COMPANY, Market & 49th Sts., Philadelphia

THE PHILA-
DELPHIA
RECORD
is one of three
newspapers
chosen by the
United States
Government for
its permanent
files at Wash-
ington.

IN A RECENT
test made by a
group of leading
advertising agen-
cies to determine
the relative value
of the Philadelphia
newspapers to their
clients, **THE**
RECORD stood
first among the
five morning news-
papers.

THE
PHILADELPHIA
RECORD
Always Reliable

Veeder's Successful Development of the "Big Unit" Market

Business Papers the Main Advertising Reliance for Selling Automatic Counting Machines

A COMMON enough pastime among advertising men is to speculate what so-and-so might have done with a product "if he'd only gone out after the market."

By "going out" they usually mean "coming out" with advertising.

But the "alas, poor Yorick" act has this danger: it is founded purely on speculation, and often with too little knowledge of the real situation. Granted that the market lay open for a foresighted opportunist, there are often situations behind the scenes that explain clearly enough why some such opportunities are allowed to slip.

Recently a man of long experience in his particular field remarked that a manufacturer of a certain automobile accessory who inherited a vast good will from the early bicycle days for a simple accessory that had sold by the hundreds of thousands, had overlooked a big bet in not trying to popularize another device of his invention to the automobile, by wide advertising, as competitors have done.

On the face of it, this comment was a reasonable speculation. The manufacturer in question had let a wonderful opportunity go to seed, it would seem on the surface. Why had he not, with his good start, advertised to anticipate the growth

of the "Big Unit" market just peeping its shell, as the bicycle began to wane?

The situation had interesting possibilities, and the writer journeyed to see the manufacturer in question to find out. He discovered that the latter is advertising, has largely increased his appropriation for advertising this year, and that, with no sales force, he is selling so many of his products that keeping up with his orders is his biggest problem.

The advertising man referred to, was right so far as he went. It is perfectly true that this manufacturer's competition for the single accessory in question has far outstripped him in the popular market. That is simply because in this instance the manufacturer foresaw clearly that this one item of his had definite limitations of a sort that would be hopeless obstacles in competition with others for the popular trade. He therefore turned his attention to other, if less spectacular, at least practically unlimited markets.

This concern is the Veeder Manufacturing Company, of Hartford, Conn. Its principals are Curtis Veeder, inventor, and David J. Post. The latter is also president of Post & Lester Company, one of the largest automobile accessory jobbing houses in the country, with stores in several New England cities.

This Eliminates "Slacker" Machines

Every type of machine has its standard production-rate, and any lesser production is an economic waste to the nation and a direct loss to the owner.

You can find this standard for your machines—you can keep each one speeded up to full duty—if you'll keep continuous count of the output.

Observe what's done during any given period by taking readings from a—



Where a back-and-forth thrust regulates an operation, use the Rotary Ratchet Set-Back Counter, or the Revolving Counter, or the Slacker machine, etc. Set back to zero by turning handle, and supplied with any number of figure-wheels up to ten. Price, with four figure-wheels, \$9.50 (list).



Experimental work in developing mechanism, and cost of manufacture, if run backward. Price, \$1.50.

Send for catalog showing full line of counters for the line of production and machine-operation.

THE VEEDER MFG. CO.
44 SARGEANT ST., HARTFORD, CONN.

ADVERTISING FOR THE COMPANY'S GENERAL LINE OF COUNTERS, THE BIGGEST PARTY OF THE BUSINESS

Back in 1895 these two men joined together in manufacturing and marketing the Veeder cyclometer, and sold millions of them during the palmy days of the bicycle's vogue. From the first they had the indorsement of the Pope Manufacturing Company, maker of the Columbia bicycle, and this fact they featured in their first advertising to the trade, which they started immediately they began business together. For years

portion to the annual sale of wheels, because those who still clung to the bicycle, here at home at least, did so more for its utility, and were not so intensely interested in mileage and such things as had been the outright bicycle fan. To be sure they still sell good quantities of cyclometers every year—more than a hundred thousand annually, a good proportion of them in the British Isles, where bicycling as a sport has not gone out to the extent that it has here.

But Mr. Veeder was constantly at work on variations of the mechanical counter for purposes other than the entirely meaningless job of checking up a wheelman's mileage. The industrial age was more and more going in for statistical analyses of all kinds to determine productive efficiency, human or mechanical, costs, etc., and the number of uses to which Veeder counters are put to-day is astonishing, and all of them interesting.

There are counters to check up the number of calls handled by the central telephone exchange operators, so that by daily analyses the work can be more properly and fairly distributed among the girls.

There are hand counters for checking up the number of passengers, say, going aboard a steamboat, or to count crowds passing a given point. For example, the scouts for a certain chain of retail cigar stores use such counters in locating desirable sites for smoke shops. Such a scout will have a counter in each pocket, and will click off on one the total number of men passing, on the other the number of men smoking.

Every voting machine in the



Insure Maximum Mileage for Every Truck Cost Item

How far does your truck driver stretch a gallon of gasoline?—a quart of oil?—a battery-renewal?—a tire life? What mileage do you get as against what you *might* get?

You can tell from the records of a dependable Hub Odometer: you can find minimum costs for operating each truck—and see that your driver holds down to that minimum.

What gives the mileage is the mechanism of your Odometer: as service rests mainly on the strength of the works, it's important to see the works before buying.

The Veeder gives continuous cost-records because it's built for continuous knock-and-shock—see look at the mechanism will convince you of that. Always working, always saving.

The Veeder registers forward, whether truck runs forward or backward. Scale onto the hub, can't be made to subtract. You'll find full description in the leaflet we'll gladly send.

THE VEEDER MANUFACTURING COMPANY

10 Sergeant Street
Hartford, Conn.
DISTRICT DISTRIBUTORS:
NEW YORK: 1077 Broadway
DETROIT: 1011 Woodward Avenue
CHICAGO: 1011 Michigan Avenue
PHILADELPHIA: 1011 Market Street
BOSTON: 1011 Washington Street
T. R. Rogers, President
Alfred J. Clegg
1011 Market Street
San Francisco, Cal.

THE WAY VEEDER ODOMETERS ARE ADVERTISED IN
AUTOMOBILE PAPERS

they advertised the Veeder cyclometer both in trade and general magazines, and they advertised it abroad to some extent. It was practically the only product that they did advertise for at least ten years, although they were devising and putting out recording devices for other purposes.

But these ten years included the hey-day and the wane of the bicycle as a purely popular article, and the market for cyclometers declined rather more out of pro-

I. A. KLEIN

*PUBLISHERS'
REPRESENTATIVE*

Metropolitan Tower

NEW YORK

Representing:

Pittsburg Press
Cincinnati Enquirer
Columbus Dispatch
Dayton News
Springfield News
Des Moines
Register-Tribune
Des Moines Register



MICHIGAN GROUP
Detroit News
Grand Rapids Press
Flint Daily Journal
Saginaw News
Jackson Citizen-Press
Bay City Times-Tribune
Muskegon Chronicle



country has a Veeder counter. All sorts of slot machines, telephone pay stations, etc., are equipped with them.

The Veeder tachometer is a United States standard for accuracy in measuring the speed of a revolving body, shaft, flywheel, etc.

There are counters also for checking reciprocal movements, such as the number of times a railroad switch signal is set in a given period, the number of operations an automatic or semi-automatic machine makes, such as stamping presses, etc.

The tachometer or speed counter is used not merely for measuring the speed of vehicles, but, as explained, for registering the speed of shafts, machines, etc. For instance, it is widely employed in checking up the speed of dynamos, for such a machine works best at a given speed, and if the load increases and tends to slow up the dynamo, its efficiency as well as that of the motors and machines dependent on it is temporarily impaired. To keep a check on such matters the tachometer is used.

Meanwhile, as pointed out, the bicycle was waning and the automobile climbing on high. With the automobile business, followed the great accessory expansion, and here arises the question why, with its early start in the accessory field with distance recorders did not the Veeder company get in with its speed and distance devices for the automobile dashboard?

It is a fair question, and the answer is very simple and very human. It encompasses one of the most important points in manufacturing and selling. As remarked, the Veeder tachometer, or speed recorder, is a Government standard for accuracy, registering within one-tenth of one per cent of accuracy. The company is making to-day on order a number of special tachometers both for the Government and for manufacturers, some of these latter themselves being makers of speed-recording devices.

But—the original device they

put out for registering speed and distance combined for automobiles could not have competed successfully for the popular passenger car business for a very good reason.

The first speedometer advertised was the Jones. Veeder came along with his tachometer, meaning, roughly speaking, speed-road-meter. The Jones instrument is a centrifugal device. Then Warner brought out a magnetic speed recorder. Stewart, who started with a centrifugal instrument, switched to magnetic and bought out Warner for a price said to have been \$2,000,000.

Stewart put thousands of dollars into advertising his instrument, until to-day he is said to handle by far the largest part of the business on passenger cars.

POSITION STRENGTHENED BY LEAVING THIS FIELD TO COMPETITORS

Now the question again: Why did Veeder, with his good start, allow this business apparently to slip through his fingers?

For this reason: The Veeder tachometer, however accurate, was a clumsy device. It stood out on the dashboard, a big, curved, vertical dial, for all the world like a thermometer. Instead of having moving readable figures, the speed was gauged by a vertically rising and falling liquid as in a thermometer.

Now this device was expensive, retailing for \$50. This in itself was no primary obstacle—but its physical appearance was. A neat dial face setting flush with the instrument board was what the public wanted, not a clumsy, protruding instrument that dominated the dash so conspicuously.

In 1908, the company advertised its tachometer several times in automobile papers, but it has never sold more than a hundred of the instruments a year. Even had the price element been solved, it is convinced that the appearance factor was the one that militated primarily against its general adoption.

"Even with people who could
(Continued on page 137)"

CHURCHILL-HALL Inc.

Advertising Agents and
Selling Counsel

FRANK E. FEHLMAN

President

50 UNION SQUARE NEW YORK

Fort Worth Star-Teleg

SUPREME IN ITS TERRITORY

Over 60,000 Daily and Sunday

The Fastest-Growing Newspaper in the Southwest

Average net paid circulation, March 1918, 62,445

Average net paid circulation, March 1917, 49,128

GAIN IN 12 MONTHS..... 13,317

No Premiums—No Contests—Just a Newspaper.

STAR-TELEGRAM circulation covers over 700 towns in Fort Worth trading territory. Its late night edition is first complete newspaper to reach this territory with news up-to-the-minute.

FORT WORTH TERRITORY IS FRUITFUL FIELD FOR THE NATIONAL ADVERTISER

The City of Fort Worth with an army cantonment and three aviation fields affords potential buying possibilities for the National Advertiser equal to or greater than any city in the United States with less than 200,000 population.

Fort Worth trading territory, comprising one of the richest sections of the entire Southwest, offers unequalled possibilities for the marketing of meritorious products. The superior transportation and service into this territory from Fort Worth make it the logical point from which to cover this field and THE FORT WORTH STAR-TELEGRAM IS SUPREME IN FORT WORTH TRADING TERRITORY.

**WRITE FOR BOOKLET CONTAINING STAR-TELEGRAM CIRCULATION BY TOWNS,
TOGETHER WITH CONCRETE FACTS
ABOUT ITS TERRITORY**

In Fort Worth It's the Star-Teleg

Over 60,000 Daily and Sunday

Member A. B. C.

LOUIS J. WORTHAM, *Pres.*

AMON. G. CARTER, *Vice-Pres. & Gen. M*

Headquarters, Plaza, during A. N. P. A. Meeting.

Fort Worth Star-Telegram

Advertising in March

During March, 1918, the Fort Worth Star-Telegram exceeded March, 1917, as follows:

| | | |
|-------|----------------------|--------------------|
| 2,445 | Local Display..... | 40,754 agate lines |
| 9,128 | Foreign Display..... | 7,546 agate lines |
| 3,317 | Classified..... | 15,400 agate lines |

TOTAL GAIN OVER MARCH, 1917..63,700 agate lines

During March, 1918 the Star-Telegram carried excess in advertising over the next paper in Fort Worth as follows:

| | | |
|--------------------------|----------------------|-----|
| FIEL | Local Display..... | 31% |
| ER | Foreign Display..... | 72% |
| Classified (Inches)..... | 57% | |

Individual classified ads, the Star-Telegram carried an excess over the next paper of 10,662 ads or 200%.

MARCH CIRCULATION

Average Daily & Sunday

| | |
|----------------------------|---------------|
| City net paid..... | 25,688 |
| Suburban net paid..... | 2,052 |
| Country net paid..... | 34,705 |
| TOTAL NET PAID..... | 62,445 |
| Unpaid | 907 |

Total Average Circulation for March, 1918:

63,352

Fort Worth It's the Star-Telegram

Over 60,000 Daily and Sunday

Member A. B. C.

Gen. M. J. WORTHAM, Pres. *AMON. G. CARTER, Vice-Pres. & Gen. Mgr.*
Headquarters, Plaza, during A. N. P. A. Meeting.

Washington Times leadership is getting to be a habit

The figures of advertising gains of the newspapers in the big cities of the country, for the past five months, compiled by the New York Evening Post's statistical department, give this record of leadership:

| | Advertising Gains in Lines |
|---------------------------------|----------------------------------|
| OCTOBER, 1917. | |
| First— New Orleans States | 213,300 |
| Second— WASHINGTON TIMES | 174,176 |
| NOVEMBER, 1917. | |
| First— Milwaukee Journal | 167,119 |
| Second—Philadelphia Press | 151,500 |
| Third— WASHINGTON TIMES | 150,707 |
| DECEMBER, 1917. | |
| First— Milwaukee Free Press | 281,378 |
| Second— WASHINGTON TIMES | 214,789 |
| JANUARY, 1918. | |
| First— WASHINGTON TIMES | 215,218 |
| Second—Los Angeles Herald | 96,768 |
| FEBRUARY, 1918. | |
| First— WASHINGTON TIMES | 205,557 |
| Second—Philadelphia Bulletin | 103,200 |

In the five months The Washington Times gained a total of 960,447 lines, leading all the papers mentioned above. The next nearest gained 532,200 lines.

The New York Evening Post figures for March are not yet compiled.

The Washington Times gained 285,229 lines in March. Will it lead the country again?

easily afford the price for the sake of accuracy I am sure the appearance counts first," said Mr. Post to the writer. "Several years ago a well-known local physician asked me at the Hartford Club what kind of a speed indicator to buy for his car. I knew that price was not a matter for consideration with him, and I told him that if he would stop in at our store (Post & Lester) he could see a number of such instruments. If he was looking for accuracy, I advised him, he had better buy a Veeder tachodometer. He went over and finally picked out one of the flush dial speedometers. Here was a scientific man, able to afford the best, who, nevertheless, was influenced in his purchase first of all by appearance. That is enough evidence in itself to convince me that the great majority are satisfied with approximate results, but insist on looks and convenience first."

Now while it therefore allowed its competitors to grab the speed-indicator business for passenger cars, the company has not been idle as an advertiser. For the past ten years it has been advertising and exhibiting its various counters in all sorts of technical fields as well as in some semi-technical and general business magazines. To-day it manufactures some 200 different counters, and is advertising them in eighteen publications. It advertises in papers going to mechanical engineers, machinists, textile mills, foundries, the telephone people, automobilists and automobile manufacturers, factory system men, railroad men, hardware dealers, in the gas, electric and similar fields.

For this is increasingly an age for minute statistics. Only the other day the operating statistician of a certain large railroad corporation was made president of an allied traction company because such business under high pressure resolves itself into a matter of the minutiae of operation; the number of times trains pass a given switch; at exactly what min-

ute traffic starts to rise or fall at innumerable given points, etc.

In manufacturing plants the individual machine's or individual operator's output is checked up by counters. In fact, the uses and possibilities of the counter are almost infinite, the market limited only by the whole industrial field.

For years now the company has been centering its advertising on these various devices, featuring largely the speed and machine operation counters, but it has by no means neglected the automobile field. It has pushed its hub odometer, or distance recorder for motor trucks steadily. To-day its hub odometer is standard equipment on the production of twenty-three truck manufacturers, as compared with about five each of its two principal competitors.

ADVERTISING AIMS TO SELL SERVICE

Its earlier advertising was of a cut-and-dried order, usually showing a half-tone of the goods, and telling what they would do. Its recent copy is of a different character. Instead of assuming that the prospect may want the device, it aims to sell him the service the instrument will mean to his business usually in connection with some system of scientific management or incentive payment.

In the industrial field, for example, it is playing strongly on the idea of the value of a counter as assisting to establish a basis for wage adjustments by keeping an automatic check on the individual laborer's output. This kind of copy must necessarily be handled tactfully so as not to arouse the suspicions of labor that the use of the counter is a threat or a "sweater." This is the way some of the copy handles the subject to-day.

In an advertisement headed "A move toward better relations with labor," it puts the service its instruments afford to the manufacturer in this light: "The problem of keeping your operatives satisfied is greatly lessened by assurance of fair treatment—by showing each man that he gets just all he earns.

"Your man should know he's paid for what he does—should be brought face-to-face with the actual production figures—as recorded before him by a Veeder counter. The machine Veeder-equipped registers the output automatically; the operative knows there is no undercut; he can watch himself run up his earnings; he can see by their counters why some fellow-workers earn more. There's no cause for complaint about favoritism or unfair treatment in the matter of wages."

Following up the efficiency idea in another field, the company features its hub odometer as a little automatic cost accountant working on every truck on which it is installed. "Insure maximum mileage for every truck cost item," it says. "Then—how far does your truck-driver stretch a gallon of gasoline?—a quart of oil?—a battery renewal?—a tire life? What mileage do you get as against what you might get?"

"You can tell from the records of a dependable hub odometer; you can find minimum costs for operating each truck—and see that your driver holds down to that minimum.

"The Veeder gives continuous cost records because it's built for continuous knock-and-shock—one look at the mechanism will convince you of that. Always working, always saving."

Again, on the subject of labor, it says: "For paying by piecework, by a bonus plan, or the 'task' method—Veeder counters. Whichever of these ways you may stimulate production, the incentive principle is the same—and the necessity of counting production is the same.

"Get an accurate count of the output of each operative in such a way that the operative sees—and agrees."

"Eliminate 'slacker' machines," is another piece of copy that illustrates the service angle of the company's recent copy. "Every type of machine has its standard production rate, and any lesser production is an economic waste to the

nation and a direct loss to the owner.

"You can find this standard for your machines, you can keep each one speeded up to full duty, if you'll keep continuous count of the output.

"Chalk up what's done during any given period by taking readings from Veeder counters."

I have said that the company's advertising is practically its only salesman. Most of the business comes through inquiries for sample counters which prospects try out before ordering in greater quantities. Of course when sometimes special requests are made for a demonstration the company sends a representative. But the majority of the sales have been built up without traveling a single salesman. In other words, it is practically carrying on a mail-order sampling business for a technical product and, as I said, is having a hard time keeping up with its orders.

It is still a matter of speculation whether, by devoting its entire energy and thought to the matter of that passenger automobile speed recorder, the Veeder might not have captured the field, by overcoming the natural obstacle mentioned, and by heavy advertising and enormous sales have brought down the price. Be that as it may, the company has preferred rather to develop along lines of less resistance, and to reach into fields practically unlimited wherein to sell its products. It was not a question of concentrating its manufacturing on a single item. The variations in its 200 items are so simple that extending its line has not created any manufacturing problems. All of its counters are die-cast by its own patented process, and so accurate are these castings that you can go through a heap of thousands of assembled counters of a type, and interchange the parts of any two at will.

Under the circumstances, where this manufacturer might possibly have dominated a market, you can see why he chose to let the opportunity slip.

"COOK'S WEEKLY TRIO": A MILLION BOYS AND GIRLS
The Boys' World (Over 420,000 Boys)
The Girls' Companion (Over 400,000 Girls)
Young People's Weekly (Over 200,000 Young Folks)

In OHIO, a representative Middle-West State, THE TRIO has a total paid circulation of 77,244 in 779 cities and towns. Here are the actual figures (compiled March 1st.):—

| | Boys' World | Girls' Companion | Young People's Weekly |
|---|--------------|------------------|-----------------------|
| In 666 towns under 2,500 population | 12,075 (46%) | 11,659 (48%) | 6,469 (61%) |
| In 37 towns 2,500 to 5,000 population | 1,719 (6%) | 1,481 (6%) | 869 (6%) |
| In 40 cities 5,000 to 10,000 population | 3,046 (11%) | 2,351 (10%) | 805 (8%) |
| In 13 cities 10,000 to 15,000 population | 1,482 (5%) | 1,375 (7%) | 502 (5%) |
| In 9 cities 15,000 to 23,000 population | 2,203 (8%) | 1,628 (8%) | 386 (4%) |
| In 9 cities 23,000 to 100,000 population | 3,234 (12%) | 2,92 (12%) | 424 (4%) |
| In 5 cities 100,000 and over population | 2,867 (11%) | 2,385 (9%) | 1,084 (10%) |
| 779 cities and towns | 26,626 | 24,191 | 10,339 |
| SUMMARY | | | |
| In cities and towns under 25,000 population | 20,525 (77%) | 18,914 (75%) | 8,831 (85%) |
| In cities and towns 25,000 and over | 6,101 (23%) | 5,287 (22%) | 1,508 (15%) |
| Mail Subscriptions Direct | 26,626 | 24,191 | 10,339 |
| "Dealers | 6,816 | 6,356 | 2,916 |
| Total Paid Circulation | 83,442 | 80,547 | 18,255 |

* Comprising subscriptions cleared by dealers for their trade on orders they received direct.

Because the well-defined field of each naturally precludes duplication of circulation, the papers can be used individually or collectively—as required for maximum results—in immediately capitalizing the active and aggressive buying influence of this important boy-and-girl factor in a million homes.

David C. Cook Publishing Company, Elgin, Ill.
 WBSLEY E. FARMIOLE, Advertising Manager

Roy Barnhill, Inc.,
 23 East 26th St., New York

Archer A. King, Inc.,
 People's Gas Bldg., Chicago

Sam Dennis,
 Globe-Dem. Bldg., St. Louis

Remember---

Last Forms for July Issue

MOTION PICTURE

MAGAZINE

Member of Audit Bureau of Circulations

Will Close May 1st

Frank J. Barry
 Advertising Manager

175 Duffield Street, Brooklyn, N. Y.

All future issues will close hereafter on first of second month preceding.

AUGUST ISSUE CLOSES JUNE 1ST

SEPTEMBER ISSUE CLOSES JULY 1ST

OCTOBER ISSUE CLOSES AUGUST 1ST

ETC., ETC.

New England Representative

METZ B. HAYES

Western Representative
 ARCHER A. KING, Inc.
 Peoples Gas Building, Chicago, Ill.

44 Bromfield St., Boston, Mass.

THE SEATTLE TIMES

SEATTLE, WASHINGTON

Reported to

Audit Bureau of Circulations

For the Six Months ending April 1, 1918:

| | Evening 2c | Sunday 5 and 10c |
|-------------------------------------|---------------|---------------------|
| City Circulation | 57,003 | 61,564 |
| Suburban | 5,424 | 8,940 |
| Country | 7,507 | 17,106 |
| Bulk Sales | 38 | 13 |
| Net Paid (Also post-office returns) | 69,972 | 87,623 |
| In arrears over one year | 1 | 3 |
| Unpaid | 2,599 | 3,507 |
| Total Distribution | 72,572 | 91,133 |

Subject to verification by A. B. C. Audit

We will furnish complete analysis of audit issued by Audit Bureau of Circulations, on application.

Times Printing Company of Seattle Times Building, Times Square

JOSEPH BLETHEN
PRESIDENT

C. B. BLETHEN
EDITOR-IN-CHIEF

NATIONAL REPRESENTATIVES EASTERN AND CENTRAL

New York, Tribune Bldg.
Chicago, Tribune Bldg.

St. Louis, Post Dispatch Bldg.
Detroit, Ford Bldg.

The S. C. Beckwith Special Agency

PACIFIC COAST

San Francisco, 742 Market St.

R. J. Bidwell Company

A Side Line for All Traveling Salesmen

A salesmen's organization that holds great possibilities for the sale of thrift stamps has been formed in Cleveland. The traveling salesmen who are members will sell these stamps to retail merchants, just as they do the lines of merchandise they carry and instruct them in plans for selling them to their customers. It has been a question as to how to reach all the people with thrift stamps, but through the plan that has been adopted even the country stores may be interested and through them the people of all the neighborhoods of the country. Merchants are to be furnished with posters, reading matter, signs and all the other incidentals they need for advertising the stamps. It is expected that this volunteer organization, known as "Uncle Sam's Salesmen," will become national in its scope.

Cook Joins Hearst Organization

John C. Cook, until recently one of the owners of *Advertising & Selling*, has joined the Hearst organization, where he will be associated with A. J. Kobler in handling advertising for the *American Weekly* and the Photogravure supplements of the Sunday edition of the *American*. Mr. Cook was for a number of years business manager of the *New York Evening Mail*.

Farm Paper Promotes Better Dairying

A conference was held recently in Des Moines, Ia., promoted by *Successful Farming*, in the interests of the dairy industry. It was participated in by dairy experts from farms and agricultural colleges and machinery and equipment manufacturers, in addition to members of the *Successful Farming* staff. Sessions were held on the morning and afternoon of two days and luncheon meetings were likewise held. A banquet was given the visitors at the close of the first day's session.

Fehlman Heads Churchill-Hall, Inc.

Frank E. Fehlman has become president of Churchill-Hall, Inc., New York. For the past year he has been associated with Fruhauf Bros. & Co., New York, and prior to that he was for several years vice-president and advertising director of the Gossard Company, Chicago.

James H. Ward with Ph. Morton

James H. Ward, formerly of the Dunlap-Ward Advertising Company, Chicago, has become manager of the central territory for Ph. Morton, outdoor advertising, Cincinnati. Mr. Ward's headquarters will be in Chicago.

1880

1918

The S. C. Beck with Special Agency acknowledged as

America's Greatest Special Agency

announce the removal of their New York Office
on May 1st, 1918 from the Tribune Building to

The World Building
63 Park Row

Branch Offices:

Tribune Bldg., Chicago

Ford Bldg., Detroit

Post-Dispatch Bldg., St. Louis

Journal Bldg., Kansas City

New York } Beekman { 3530
Telephones } 3531
3194

Paid the Price for Quick Distribution and Got It

In Sixty Days Sa-Van-Eg Puts Itself on the Map in the Middle West

THE campaign for Sa-Van-Eg, manufactured by the Naema Company, of Chicago, which involves big-space newspaper advertising now running in many cities, is remarkable for the rapidity with which distribution has been secured. Dealers are now push-

tained seem to suggest greater possibilities for the regular city salesmen of the jobbing houses than have usually been taken into account.

In the first place, and this is regarded as an important item, the discount to the jobber has been liberal and uniform. No discounts for quantity are given, and every jobber is protected, no matter how small his account. This gives him an incentive to sell the goods, because he knows that he will be able to make a profit on whatever quantity he moves. Next, the manufacturers are co-operating effectively with him by furnishing samples, portfolios containing samples of the advertising copy that is to be run and any other material that may be required. It is thus very easy for the jobber to equip his men to present the goods to the grocers, and to get distribution which would be costly in time and effort if secured by the manufacturer's own detail men.

The initial work was, of course, done by the latter. The ice was broken in Peoria late in January, where the sales plan was "tried on the dog." It succeeded, and was then put over in Chicago. Ten days after an initial full-page newspaper announcement regarding the product, another full-page ad was run, and this time the

Use SA-VAN-EG for cooking and baking

It is better than
eggs — more uniform —
more convenient — **CHEAPER.**

Eat eggs. Serve them two or three times a day. Let them take the place of meat on your table. But use Sa-Van-Eg in your cooking and baking. It gives better results and saves money.

Sa-Van-Eg is always uniform and dependable. Eggs vary. With Sa-Van-Eg you can know in advance that your cooking and baking will turn out uniformly successful. Sa-Van-Eg will improve even your finest recipes. Try it. Prove it for yourself in your own kitchen.

Saves shortening — use one-third less. Sa-Van-Eg is always better. The white, blue- and orange container stands on your pantry shelf, ready to spread or deteriorate. As many as you like at a time, no waste of sugar. No waste of breaking eggs.

Made from an original formula of pure milk and choice other ingredients. Not powdered or desiccated eggs or eggs of any sort. Pure, wholesome and nutritious. Eggs. A 25c package uses you just about \$1.

But even if Sa-Van-Eg cost more than eggs you would buy it. Because it is so reliable, convenient and uniformly good. Use Sa-Van-Eg in cakes, cookies, muffins, French toast, pancakes, French toast, wherever eggs are called for. You can't buy a 25c package at your grocer's today. Have a good old egg breakfast tomorrow, backed up with Sa-Van-Eg. You will be fine. Once time will convince you that Sa-Van-Eg is a real find.



One 25c package may be used in place of 3 dozen best fresh eggs

FULL PAGE COPY RUN IN A NUMBER OF CITIES

ing the product in the leading cities of the Middle West, as the result of little more than sixty days' effort.

While detail work has been done by the company's own representatives wherever necessary, the jobbers have used their own men in a large number of cases; and the good results which have been ob-

ROYAL

COLOR ELECTROTYPE

As long as you undervalue the relation of the art of electrotyping to your color printing, just so long will your finished color work fail to compare favorably with your engraver's proofs.

ROYAL ELECTROTYPE COMPANY
PHILADELPHIA



TWO complete engraving
plants-fully equipped for
intelligent service and the
finest production of color
plates, half-tones & line-cuts.

THE BECK ENGRAVING COMPANY
PHILADELPHIA

NEW YORK

Dallas Morning News

Dallas, Texas

| | Copies |
|---|---------|
| Average Daily circulation per issue, March, 1918, was | 69,840 |
| Average Daily circulation per issue, March, 1917, was | 53,502 |
| <hr/> | |
| Increase this year over last year..... | 16,338 |
| Average Sunday circulation per issue, March, 1918, was | 102,798 |
| Average Sunday circulation per issue, March, 1917, was | 82,440 |
| <hr/> | |
| Increase this year over last year..... | 20,358 |

From the Dallas Morning News, March 31, 1918

AN APPRECIATION

The Evening Journal completes its fourth year today. Its publication began shortly before the start of the great war. The world conflict produced abnormal conditions in the newspaper industry, as it did in almost every other line of business. Yet with all this handicap, the success of The Evening Journal was assured from the beginning. Its reception by the people was generous and splendid, and during its four years of life it has secured recognition and prestige of such a high order as to be extremely satisfying to its publishers.

Considering the size of the city in which it is published, the bona fide circulation of The Evening Journal in its first year, and since, probably has exceeded the record of any other legitimate afternoon newspaper in the country.

The Dallas Morning News is thirty-two and one-half years of age today. Its name and fame as a newspaper of the first class has grown and extended beyond the confines of Texas. Its success has passed all the expectations of its founders. The circulation of its Sunday edition has just reached the one hundred thousand mark. The paper used in printing one such edition exceeds in bulk three railway carloads.

To be able to record these accomplishments is, on the part of the management, to experience a feeling of genuine satisfaction and pardonable pride.

To our thousands of constant readers and liberal friends and patrons, whose genuine and substantial evidence of good will have made these results possible, we extend our earnest acknowledgments and most sincere thanks.

To our workers by virtue of whose splendid, loyal and efficient service the present good fortune of The News and The Journal has, in large measure, been attained, we also extend our most heartfelt thanks.

And to express this recognition and appreciation the more adequately to our co-workers and in somewhat more tangible form on this anniversary occasion, each person on the payroll of The News and The Journal, working in the plant at Dallas, will on pay day next Tuesday, receive twice the amount he ordinarily would have received on that day.

May we not also, on this occasion, as publishers, express the hope that in the years to come we shall be enabled to produce even better newspapers than we have in the past, and thus prove ourselves of increasing service to the people of this city, this State and the Nation?

A. H. BELO & CO., Publishers.

Dallas Evening Journal

Dallas, Texas

| | Copies |
|---|--------|
| Average circulation per issue, March, 1918..... | 46,223 |
| Average circulation per issue, March, 1917..... | 41,667 |
| <hr/> | |
| Average increase each day this year over last.... | 4,556 |

J. D. LORENTZ,
Eastern Agent,
728 Tribune Bldg., New York City.

WALTER J. SCOTT,
Western Representative,
927 Marquette Bldg., Chicago, Ill.

names of nearly a thousand dealers occupied the page, this representing only about seventy-five per cent of the actual distribution. Twenty men were used in covering the city, and it was considered remarkable that they were able to get a practical, though not entirely complete, distribution in that time.

Part of the plan involved the use of free goods, and while this method is frowned upon at present, Mock & Hardy, Inc., sales managers for the Nacma Company, contend that it was exceedingly effective in their case. The dealer was urged to take an initial consignment of two dozen. If he did so, he was given a present of two twenty-five-cent packages, along with a counter stand and easel, in which to display them. If the grocer sold the two packages before the jobber delivered the dozen he agreed to take, he was fifty cents ahead of the game, and so was enthusiastic about pushing the goods for which he had to pay. The principal idea was to insure the dealer having the goods on hand when the full-page ad was run.

Some free goods were also made use of in obtaining window-display space. The offer was not made in this way, as a *quid pro quo*, however, but the dealer was told that if he would take a gross, sufficient for a display, he would receive a dozen packages additional. This resulted in a big stimulation in business from territory which had already been worked, and where it was desired not only to increase sales, but to help give Sa-Van-Eg prominence in the dealers' windows. Window strips, cards and other dealer material are furnished for these displays and for use inside the store.

One of the big factors in obtaining distribution has been the definite agreement of the company to advertise its product. It is, of course, an old story with jobbers and dealers that every new specialty is going to be advertised, and a statement of the salesman, without any visible evidence, seldom makes an impression. The promotion plan included furnish-

ing ample backing for statements of this kind, however, portfolios of the ads being provided, along with letters from local newspapers to the same effect.

Chicago newspaper representatives or the advertising agents of the company wrote to the local publications, these letters being presented by the salesmen introducing Sa-Van-Eg, stating that as soon as distribution was secured a line of newspaper advertising would be placed. These letters carried conviction, and likewise resulted in very effective co-operative work being done in every community by the newspapers. In fact, the latter have been responsible for opening up some cities where no salesmen have called, several enterprising newspaper men getting their local jobber to put in an ample stock, so as to justify the company's sending a salesman there sooner than it otherwise would have done.

SALES SPEEDED UP BY PROMISED ADVERTISING

The amount of the advertising run, however, depends on the sales. This is made plain by the salesmen who call on the jobbers, and as the latter are interested in having the campaign take as large form as possible, this has an effect in increasing the volume of business. The campaign is thus not a horizontal one, with the same amount of space running everywhere, but different schedules have been prepared, and the one released is in accord with the amount of business booked. It is planned to invest ten per cent of the sales in advertising in the community where the business is done.

After distribution is secured and the initial announcements appear, the dealers whose names are included in the ads invariably show the good effects of the publicity. It is not so much the immediate result of the publicity in the form of increased demand, but is the favorable psychological effect of seeing that the company is carrying out its promises in this respect. Further, each dealer nat-

urally likes to see his name in the paper, especially in a big-space announcement of this kind.

In order to make sure that the newspapers carrying the advertising have a complete list of the local dealers handling the product for publication in the ads, especially those released early in the work, the salesmen send a copy of their detail reports to the newspaper office. These names are added to the list, so that a complete roster of the retail distributors is available when the copy is ordered to run.

G. S. Ghastin, general manager for Mock & Hardy, Inc., who is in general charge of the sales promotion work, said that a mistake was made in using the "big guns" among the salesmen for detail work in the early stages of the campaign. These men are too valuable to employ in minor operations of this character, and the plan now is to have a lighter man go back into the territory after it has been opened and cover the smaller towns as well as handle the repeat orders.

Some of the salesmen, who have shown ability to organize, are given considerable leeway in the hiring of men and the management of crews for detail work. They are employed on commission, and have enough margin to justify them in taking on additional men for work of this kind. Frequently it is desirable to do so, and to work the town thoroughly before attempting to sell the jobbers, in order to have an impressive stack of orders to present for distribution through these trade channels. Ordinarily a jobber will place an order for twice the amount of business the salesman is able to turn in to him from the dealers, so that it often pays the manufacturer's representative to handle the proposition in this way.

Some of the Sa-Van-Eg boosters are also working direct with the jobbers' salesmen, with the latter's approval, of course, having them receive little talks in the morning before starting on their rounds, and making a special arrangement with them as to com-

pensation, so as to get their enthusiasm and support.

In Chicago the company has been using demonstrators in the department stores and elsewhere. These have been successful in showing housewives the possibilities of Sa-Van-Eg in the preparation of dressings, cake, etc., and in proving that the product really takes the place of eggs.

LABEL CHANGED TO MEET LOCAL CONDITIONS

In this connection it is interesting to note that the Food Administration has been consulted in connection with the promotion of Sa-Van-Eg, and that the advice of the state administrators has been taken in connection with changes in the labeling of the package or any other details. In fact, a careful study has been made of conditions in each state before attempting to undertake selling work, so that none of the regulations of the Food Administration or the state food authorities will be found an obstacle.

In Ohio and Michigan, for instance, it was found that objection was made to the use of "Eg" in the name, inasmuch as the product contains no egg. For this reason the goods are being marketed in those states under the name "Sa-Van." In Wisconsin, as a result of study of the food laws, a slight change was made in the label. In Iowa, where the work was started just about the time a food inspection authority had published a newspaper statement branding all egg substitutes as unwholesome, because they contained desiccated eggs, newspaper copy was run calling attention to the character of Sa-Van-Eg, which contains no such material. As a result of this effort, dealers and jobbers, who were somewhat upset over the former announcement, were encouraged to take hold of the product.

The manufacturers of Sa-Van-Eg insist that they are not trying to reduce the consumption of eggs, and have nothing against the egg business. Much of the copy suggests, "Use more eggs on your

**MR. PUBLISHER:—
DO YOU NEED CIRCULATION?
IF SO— YOU CAN SECURE A PERMANENT
HIGH CLASS CIRCULATION BY USING
THE
STRATTON-KEMPNER SYSTEM**

Doing away with the obsolete methods used by the campaign managers for the past fifteen years.

MR. GUY TETRICK
THE EXPONENT
CLARKSBURG, W. VA.

USED
THE STRATTON-KEMPNER SYSTEM

And obtained such good results he recommended this system

TO

MR. C. E. SMITH
THE TIMES
FAIRMONT, W. VA.

**WHO USED
THE STRATTON-KEMPNER SYSTEM**

Receiving \$20,200 in cash and 3,100 new subscribers. Mr. Smith in turn recommended this system

TO

MR. WM. L. BRICE OF
THE WHEELING REGISTER

Who is now using this new system in a gigantic circulation campaign with wonderful results. From the fact this system has been used by the three leading newspapers of West Virginia during the past nine months proves this system knows no aftermath.

NOW

W. GUY TETRICK
CLARENCE E. SMITH
WM. L. BRICE

• RECOMMEND

**STRATTON & KEMPNER
TO THE
PUBLISHERS OF AMERICA**

Each campaign is conducted personally by us. We are now open for a contract.

OUR GUARANTEE - - \$1,000

Upon the signing of contract, \$1,000 will be deposited in your

Upon the signing of contract, \$1,000 will be deposited in your local bank, as a bond insuring you against any aftermath.

Digitized by srujanika@gmail.com

Electros for Advertisers

MARQUETTE BLDG. 1600-1612 HULMAN ST.
CHICAGO TERRE HAUTE, IND.

“GIBBONS Knows CANADA”

Special Sales and Advertising Counsel for New and Old Advertisers

CONCERNs not yet ready for the advertising agency can gain step-by-step help here—from designing packages or trade-marks to sales policies and distributional strategies.

Present
Agency
Connection
Not
Disturbed

Here is a creative and constructive advertising man (in the broadest and best sense) who offers personal advertising-and-sales counsel and help, for reasonable fees.

This man's record is known. He has been responsible, largely, for many conspicuous national successes. Campaigns are his from first to last—from merchandising to copy, from themes to illustrative ideas. He thinks in terms of making and selling.

This trained mind, perhaps, can help you to improved advertising and bettered sales. To the experienced advertiser will be brought a valuable, unbiased, *third* viewpoint—money-saving, money-making. For the beginner, pitfalls can be avoided. Have this man thinking of your problems *all the time* and "sit in" with you in conference now and then. Write him to arrange an appointment.

In advertising, a dollar saved may be many made

Address: M. K. Box 124
Printers' Ink

Large advertisers can employ a safety valve, in these days when advertising *must* pay.

table, Sa-Van-Eg in your cooking." The idea is that where the nutritive value of the egg is not involved, and where it is used simply to give lightness and flavor to the dish, Sa-Van-Eg is a desirable substitute, because it is cheap and convenient and gives good results.

Careful study has been given to tables showing the rise and fall of egg prices, and it is figured that no matter how low the price of eggs becomes, the housewife will not be able to discard Sa-Van-Eg, because one twenty-five-cent package will take the place of three dozen eggs for cooking purposes. However, eggs have not fallen below twenty-one cents for a year or two, so that Sa-Van-Eg appears to have plenty of room in which to operate.

Real work for the distribution of the product began about February 1. At present, distribution has been secured in Illinois, Minnesota, Wisconsin, Michigan, Ohio, Indiana, Tennessee, Arkansas, Iowa, Nebraska, Pennsylvania, Colorado and South Dakota in addition to Louisville, Ky., which is the only jobbing centre in Kentucky that has been worked. The salesmen are confining themselves to the jobbing centres, as it is figured that the effects of the local newspaper advertising and the efforts of the jobbers will push distribution into contiguous territory later on.

The extent of the newspaper advertising being done is indicated by the fact that the contract with one Chicago daily for this year involves 20,000 lines. In addition to newspapers, car cards are being employed. Magazine advertising when distribution is completed may be undertaken, though nothing has been decided as yet regarding this feature.

Ammonia in Canada News- paper Ads

McConnell & Fergusson, Limited, London, Ont., are placing a newspaper campaign for "Snowflake Ammonia," made by S. F. Lawrason & Co., of that city. The copy aims to put over the salient uses of the product by using illustrations of household scenes showing the ammonia in use. Space four columns by 13 inches is being used.

Instalment Selling of Tractors Favored by Government

**Suggestive Contrast with Cary Bill
Now Before Congress — Notes
Entitled to Six Months' Maturity
— Reasons for Ruling of the
Federal Reserve Board**

Special Washington Correspondence

IT is rather amusingly significant that just as a Member of Congress has stirred the indignation of many retail merchants and not a few manufacturers with a proposal virtually to tax out of existence the plan of selling merchandise on the instalment plan, the national Government is taking steps to encourage purchase by ultimate consumers on a plan of deferred payment. So anxious is Uncle Sam to persuade as many farmers as possible to purchase tractors and thereby increase agricultural production that the Federal Reserve Board has been induced to rule that notes secured by tractors may be rediscounted as "agricultural paper," although that construction comes very near straining the law.

In the conduct of the rediscount operations of the Federal Reserve Banks, "agricultural paper," so called, is entitled to the privilege of six months' maturity as compared with the ninety-day maturity prescribed for ordinary "commercial paper." This preferential treatment was authorized by Congress, presumably in order to give special facilities to farmers. On the part of the manufacturers and sellers of the various classes of equipment and supplies used by farmers there has always been, naturally, keen desire to have their respective commodities duly approved as security acceptable for notes of the longer term variety. However, there has been for not a few sales interests an insurmountable barrier in the stipulation of the Federal Reserve Regulations to the effect that no bill is eligible the proceeds of which have been used

The Morning Record, Meriden, Conn.

for the six months ending
March 30

**Gained in Circulation
More Than Five Times
as Much as the Local
Evening Paper Did;**

and THE RECORD is the

ONLY

Meriden newspaper whose circulation claims are guaranteed by the

A. B. C.

RECORD has 30% more circulation than evening paper claims.

NEW ENGLAND

MAINE
NEW HAMPSHIRE
VERMONT

*A Group of Six States That Are
the Best for Trial Campaigns*

MASSACHUSETTS
RHODE ISLAND
CONNECTICUT

Seldom nowadays does an advertiser stake his all on an advertising proposition without first submitting his goods, prices and advertising to the verdict of a sufficient number of people, so that he may expect the law of averages to yield approximate results.

There are many reasons why the goods, prices and advertising be submitted to the people in these six northern states. Some of the reasons are:

A people peculiarly susceptible to daily newspaper advertising —a trait handed down from father to son.

A territory with fine cities closely knit together without parallel in the country; and each city having splendid newspapers with equitable advertising rates.

The uniform every-day, money-in-hand prosperity caused by a weekly payroll that has nothing approaching it elsewhere in the country.

A blend of all nationalities and all sections, for New England is cosmopolitan not provincial.

If all New England is too big try these fifteen winners.

NEW LONDON, CT., DAY (Evening)
Daily Circulation over 10,200—2c copy
Population 25,000, with suburbs 60,000

MERIDEN, CT., JOURNAL
Daily Circulation 5,120
Population 37,265, with suburbs 50,000

WATERBURY, CT., REPUBLICAN
Daily Circulation 11,083 net paid.
Population 73,144, with suburbs 100,000

PORTRLAND, ME., EXPRESS
Daily Circulation 23,971
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
A. B. C. Daily Circulation 10,304 net
Population 22,000, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Daily Circulation 5,587
Population 39,656, with suburbs 150,000

LYNN, MASS., ITEM
Daily Circulation 13,227
Population 89,336, with suburbs 100,000

LOWELL, MASS., COURIER-CITIZEN
Daily Circulation 18,145
Population 114,366, with suburbs 150,000

SALEM, MASS., NEWS
Daily Circulation 18,949
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 36,623
Population 100,000, with suburbs 250,000

TAUNTON, MASS. DAILY GAZETTE
Daily Circulation 5,721 net paid A. B. C.
Population 38,000, with suburbs 53,000.

PAWTUCKET, R. I., TIMES
Net Paid Circulation 24,012
Serves territory of 130,000

BRIDGEPORT, CT. POST and TELEGRAM
Daily Circulation 37,604 net paid
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily Circulation 20,461
Population 150,000, with suburbs 175,000

**EACH OF THE NEWSPAPERS here
named is a power in its home
community.**

or are to be used for permanent improvements, such as buildings, machinery, etc.

Officials of the Federal Reserve Board felt that they had given the benefit of the doubt in deciding a very close question when they ruled a couple of years ago that the notes of farmers or consumers given for the purchase of farm tools, agricultural machinery or other farm-operating equipment are rediscountable as "agricultural paper." Recently, however, they went even farther in ruling, in response to numerous appeals that a similar degree of eligibility exists in the case of notes given by farmers in payment for tractors used by them in agricultural operations. The Board states that in considering the question of whether a tractor is to be regarded as a farming implement or as a permanent fixed investment it had to be recognized that use of a tractor will extend over several seasons, but it was felt that this fact did not make necessary the classification of a tractor as a fixed investment.

A tractor was compared to horses and mules which, when bought for farm work, are purchased with several years' use in view but which are nevertheless accounted proper security for notes eligible to rediscount. Therefore, the Board concluded that where tractors are used to supplement the work of horses or mules or are used instead of these animals, there is ample justification for admitting to six months' discount the notes given in payment. It does not matter either whether such notes are presented by a dealer with his endorsement or by the farmer or other maker.

Joseph Schaffner Dead

Joseph Schaffner, secretary and treasurer of Hart, Schaffner & Marx, Chicago, died at his home in that city on April 19, aged 70 years. The clothing business that was destined to grow to such large proportions was started in 1887 by Joseph Schaffner, Harry and Max Hart and Marcus Marx. Since its incorporation in 1911 Mr. Schaffner had been secretary and treasurer.

PORTLAND, MAINE

EVENING EXPRESS

23,348

net circulation for entire year.

Points to remember:

1. Largest Circulation of any Maine daily.
2. Circulation considerably larger than all other Portland dailies combined.
3. Portland is the center of these activities of Maine; wholesale, jobbing, retail, financial and social.
4. Portland is the largest, loveliest, richest city in all of Maine.
5. The Express reaches 90 per cent of the people of Portland and its suburbs.

*The Julius Mathews Special Agency
Boston—New York—Chicago*

BROWNING MACHINE GUNS TO BE MADE IN BRIDGEPORT THE WONDER CITY

One order for these guns to the Remington Arms Co. amounts to

\$40,000,000

This will mean a demand for eight thousand additional mechanics. With these mechanics come families and Bridgeport grows and grows and grows.

THE POST and TELEGRAM

keeps pace with the growth of the city. Circulation now exceeds 40,000 a day and it grows and grows and grows.

No campaign is complete for New England unless the Post and Telegram are included.

*The Julius Mathews Special Agency
Boston—New York—Chicago*

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Boulevard, KIRK TAYLOR, Manager. Telephones, Harrison 9133 & 9134.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates. Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line—net. Minimum order \$2.25.

JOHN IRVING ROMER, Editor

NEW YORK, APRIL 25, 1918

Bulk of English Advertising Is to Hold Good Will

ing now being placed in England is for the purpose of preserving good-will. In Great Britain they have discovered, as we have in this country, that the real basis of a successful business is its good will. Factories can be put up in a few weeks. The machinery of production can be got under way in a short time.

But good will is a matter of gradual growth. It is the result of careful, untiring culture. If it came to a showdown it would be better for a business to lose its material assets than to lose its good will. It is much easier to replace plants, machinery and merchandise than it is to win back lost good will. The price of good

will is eternal vigilance. It is a sensitive plant and will not stand neglect. It is such a valuable element, however, that it is worth all it costs.

Advertising has always been a powerful builder of good will. It is just as powerful in preserving this element after it is built. That is why they are advertising in England now. Over there, except in the case of a few products, there is no need to advertise for current business. But there is very great need to advertise for future business, and to hold customers in line while the war has disrupted customary relations with them. The British agents say that it is a matter for congratulation that the business men of their country have been able to recognize this far-sighted principle.

Also by keeping salesmen on the road, though they have nothing to sell, progressive English firms have shown that they appreciate the good will building value of maintaining a point of contact with the trade. "The members of this Association," says the report of the British Agents, which is published in Commerce Reports of March 30, "are of the opinion that this broad-minded policy on the part of great firms has been most useful in disseminating, in country districts and the suburbs, proper information as to the position of the country."

Where men can be had that is unquestionably good policy, but in England, as is more and more becoming the case in this country, man power is so scarce that it is hard to get men for traveling positions or for any other kind of work. In view of the emergency which confronts us, it is heartening to know that the English agents have been able to show how advertising can take the place of travelers in many ways. Not only in traveling, but also in other directions, advertising has been successfully substituted for man power. The British Government has not been tardy in recognizing the value of

advertising in this connection. Though advised "to place severe restrictions on advertising" reads the report, "it recognized that it was for the good of the community that advertising should be continued, to serve a dual purpose in preserving good will and conserving man power."

Liven Up the War Convention A man who appears frequently on the programme of conventions of various sorts recently told PRINTERS' INK of some of his experience. Almost invariably after the meeting is over and when he has had a chance to talk privately with a few of his auditors, he finds he has not measured up to his opportunity. He says this is generally true of convention speakers. They may have shot over their audience. On the other hand, they may have "talked down" to men to whom they should have "talked up." They have not estimated their audience accurately. Then, too, they may not have known their subject or else did not deal with it practically.

A few weeks ago the jobbers of a certain section held a short course in merchandising for the retailers in that district. This man was in attendance. He states that some of the speakers chided the merchants for their inefficiency. They were scolded for various imaginary faults and were told to buck up, make a pretense at being intelligent and to stop playing at business. The retailers sat through it all, patiently and heroically, and uttered not a word in their own defense.

They did *their* talking between sessions. In intimate little groups of five or six they told one another of their experiences. Our friend had a chance to sit in at some of these side-conventions. He was amazed to learn that many of these retailers were modestly telling of exploits that marked them as merchants of a very superior order. These men did not have to be harangued about elementals. They came to the con-

vention for solid meat and were given soup. If a few of these successful merchants had been induced to relate their experiences at the regular meetings the programme would have been more practical and certainly more appealing to the retailers in attendance.

The average convention programme needs editing. Especially during the war, when it is so important that business men be generous in exchanging ideas, the brass-tacks note should be sounded rather loudly in convention speeches. If a speaker will relate his own experience or the actual experience of someone else that he knows of, his part in the programme will amply justify itself. The trouble is many speakers hesitate to talk of their experience, fearing that they will give out secrets. Instead, they talk hypothetically and fail to score.

The earnest business men who attend conventions go to them with a lot of problems in their minds on which they would like to get some light. These men would profit most from a big, brotherly experience meeting, something like the old-fashioned revival. They want to learn how others have solved the problems that are harassing them. It is for this reason that the speakers who usually make the biggest hit at conventions are those who have the happy faculty of making everybody talk. Then real information comes out.

***Registration
of a
Trade-mark
Should be
Advertised***

Much of the litigation that arises incident to the infringement of trade-marks could be avoided if proper publicity were given to marks at the time of their registration. When a clash of trade-mark interests occurs, it causes much trouble and often engenders bad feeling among competitors who had been friendly rivals. If there is anything that can be done to prevent this antagonism, it is worth undertaking.

It should be remembered that it is only occasionally that trademarks are infringed deliberately.

Frequently the infringement is no more than an honest difference of opinion as to who has prior rights. More often it is due to the infringer not knowing that any one else has been using the mark. He is quite ignorant of the fact that he is encroaching on another's property. The chances are that if the one who was trespassed had taken pains to advertise the ownership of the mark, his property would not have been transgressed.

In probably the majority of cases where the trade-mark examiner finds it necessary to declare an "interference," the party making the application to have the mark registered did not know that a same or similar mark had already been appropriated. An interesting and instructive example of this kind happened recently. Schwarzenbach, Huber & Co., of New York, in lately seeking a registration for the word "Society" as a brand for silk piece goods, found that the Rice Stix Dry Goods Company, of St. Louis, had registered this name in 1915. It seems, however, that the New York firm has been using the name on silk ever since 1912. It is true that the concern used it in only a crude way, merely marking the name on the wrapper with a pencil instead of printing it on the label. The Court of Appeals held that this was immaterial. The name had been used sufficiently to establish Schwarzenbach, Huber & Company's common law right to it and to make it a valid trade-mark.

One other complication arose in this case. The Rice Stix people thought that they acquired the mark from one Duncan, when he assigned to them in 1914. It appears that Duncan & Stenz used the "Society" brand in 1904 and 1905, but shortly afterwards dissolved partnership. The business was abandoned and with it this brand. Of course a trade-mark cannot be carried, conveyed or assigned as a separate piece of property, independent of the product or the business to which it belongs. So also does the property right in a mark cease when

it is not in continuous use.

The Court affirmed the decision of the Commissioner of Patents allowing the New York company to register the name. This is a typical illustration of how a firm can innocently and needlessly drift into a lot of trade-mark trouble and expense. The incident is a striking example of why a name should be advertised when it is registered. When a mark appears to be entitled to registration, the Patent Office publishes it in the Official Gazette at least once and not later than thirty days before the date of registration. This is supposed to give anyone thinking he has a right to the mark a chance to file a notice of opposition.

As a matter of fact, the Gazette does not always reach those who may be interested. Opposition may develop long afterwards, as the Rice Stix Company has discovered. If this St. Louis dry goods house had advertised widely to the trade in 1915 that it had registered "Society" as a trademark for silk, other claimants to the name, if there were any, would be likely to have come forward at once. If the Court then recognized the prior rights of one of these claimants, Rice Stix would have been saved the expense and the embarrassment of promoting a brand for two or three years and then being obliged to abandon it. A few hundred dollars put into this kind of advertising would have turned out to be a very profitable investment.

If the advertising developed no claimants, it would solidly establish the fact in the trade that "Society" was the property of Rice Stix. This would not only win good will for the new brand, but it would let the whole industry know that the name had been appropriated and that others might as well keep their hands off.

If the registration of trademarks were advertised in this manner it would also tend to prevent their deliberate piracy in case some one was disposed to do that. The more generally the identity and the ownership of a mark is known, the harder it is to pirate.



LET FREEDOM RING

BUY
3rd
LIBERTY LOAN
BONDS

THE STERLING ENGRAVING COMPANY
400 WILLIAM ST. NEW YORK 101 HAVE 36TH ST.

The Little Schoolmaster's Classroom

THE Schoolmaster lately enjoyed the unusual experience of a chat with the Best Advertised Product in the World, to wit, Mr. Charles Chaplin. We do not remember whether it is twenty million or two billion people who are Chaplin "fans," and go to the theatre displaying his pictures every time they get a chance. The press agent told us the number, but we have forgotten. At any rate, it seems that there is not a country on the globe, which has motion pictures at all, where his name is not a household word. He is an overwhelming favorite in China, where the coolies sit close-packed on hard benches and shake with silent merriment over his big feet, his pitiful attempts at apologetic gentility, and the inevitable unhappy fate which always pursues him. There is a humorous magazine in Spain named after him (as there is in France) and devoted entirely to jokes about him and pictures of him. He is the idol of the British Tommies in the trenches, and the Kaffirs go to see him in South Africa, as do the vaqueros of the Argentine. (The press agent told the Schoolmaster about the Tommies, but the vaqueros are his own invention!)

* * *

It was interesting, then, to discover after the first five minutes of conversation that Mr. Chaplin is not only the world's best-advertised branded line, but is himself a very keen and intelligent student of advertising. The subject came up, when the Schoolmaster had asked him, with chattering teeth, about his million-dollar salary. It is not a million dollars at all, but \$1,075,000. We do not know whether the \$75,000 represents a recent "raise," or is for pin money, or perhaps the custard pie expense account, or what. At any rate, we intimated, that salary is a large amount of money.

"That's true," said Charlie, admitting it magnanimously. "But it

merely represents a moderate annual income on the capitalization of good will. For years I have been patiently teaching people all over the world to expect a certain kind of entertainment when they see my name outside a theatre. I have tried hard never to disappoint their expectation, and as a result I have accumulated a good will which has a cash value many times as great as my salary would imply. Two hundred theatres in New York City asked to show my latest picture simultaneously. Why? Because they knew that I try to keep all the product in my branded line of merchandise of a uniform grade which will keep the good-will values intact."

Which would seem to show (unless the press agent coached Mr. Chaplin in advance of the Schoolmaster's arrival!) that a knowledge of the principles of intelligent advertising is not necessarily confined to the ranks of the professional advertising men.

* * *

Frank Ward O'Malley, the New York *Sun's* genial philosopher, writing in the April *Century* on "The War-Whirl in Washington," takes a good-natured but none the less vigorous rap at the quality of art produced by the men who have made pictures for the Liberty Loan. To be sure, Mr. O'Malley does not acknowledge that the criticism is his own; he craftily puts it in the mouth of someone else—no less a person than "the wife," in fact; but the Schoolmaster will bet his last Canadian dime—all he has left after doing his duty by the Third Loan!—that Mr. O'Malley himself agrees with the sentiment he quotes:

"The very best that the foremost poster draftsmen of the whole country could turn out were lithographs which in thought and composition and general technic climbed to the sublime intellectual heights of a peaches-and-creamy

The Rapid Electrotypes Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York

Cincinnati

Chicago

The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what Rapid's Service means.

Brazil

Twenty-four million people—three million square miles. Prosperous because of vast natural resources and in immediate need of some sixty well-known American manufactured goods.

A quarter of a century's dealings with the advertising mediums of Brazil place us in a unique, useful position.



J. ROLAND KAY CO.

International Advertising Agents, Conway Building, Chicago, U.S.A.

Associate House: John Haddon & Co (Est. 1814), London.

Buenos Aires

Sydney

Tokyo

Cape Town.

ROBERT BURNS
1426-28 Lumber Exchange Bldg.,
CHICAGO.

APRIL 25TH, 1918.

One of the largest manufacturers in the world of tires and rubber goods says, "As the draft and enlistment continue to thin the ranks of every selling organization, the sales letter is a service everyone must use."

Certainly the War has served to emphasize the importance of well-written sales letters. A carefully planned series, written to fit your particular case—not merely assembled from a collection of forms—may help to solve your sales problem.

The service I offer is distinctly personal, and I am prepared to handle the accounts of only three, or possibly four, responsible firms, in non-competing lines.

Cordially yours,

Robert Burns

P.S.—Your request for Preliminary Data Sheet incurs no obligation, and its return will enable me to tell you whether I can be of service.

Population 67,000 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. People have money to spend.

Brockton Daily Enterprise

Daily Edition exceeds 16,000

Flat Commercial rate 40 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries a page of want ads. Established 1880.
38th year. Write us for booklet of General Business Information about Brockton.



**WE
WANT Something to Sell
WE
HAVE Capital and Staff**

We are an export corporation with spacious offices in New York, selling goods abroad through resident agents.

Lack of shipping space and embargoes have curtailed our business.

We want something to sell in the American market. We prefer such goods as specialties leaving good margins and suitable to be advertised.

Give full details in first letter which will be treated in strictest confidence.

"H. B." Box 121, care of Printers' Ink.

INSURE BY MAIL; SAVE 9 1/2 %

Protect yourself and family by taking out a policy in the POSTAL LIFE INSURANCE COMPANY. You can do it by corresponding directly with the Company which many find more satisfactory than dealing through an agent.

YOU HAVE MONEY TOO, AND GET ADVANTAGES AND BENEFITS THAT OTHER COMPANIES DO NOT OR CAN NOT GIVE

In the last year 15,000 people have taken insurance by the Postal's direct method (without agents) and the Company has distributed over \$10,000,000—all by mail and has received many more millions in premiums through the mail.

THE POSTAL WAY IS THE BEST WAY. Write today, mentioning Printers' Ink with date of birth and occupation.

POSTAL LIFE INSURANCE COMPANY
W.M. R. MALONE, President
Postal Life Bldg. 511 Fifth Avenue, New York
Resources, \$9,500,000 Insurance in force, \$40,000,000
Our Health Bureau Safeguards the Health of Policyholders.

To get national distribution TALK WITH **Heegstra**

H. Walton **HEEGSTRA** Inc.—MERCANDISING—25 E. Jackson Boulevard, Chicago

show girl, garbed variously in the third-act clothes of Columbia, or in the uniform of a bluejacket, who seemed to be calling out coquettishly above the gun-throbs and the groans of the greatest of world tragedies:

"Oh, Fellahs, Ain't You the Mean Things! Enlist To-day, Dearie!"

It may seem a bit ungracious to criticize the work of men who have given their talents and their time to aid the country; after all, whose business is it whether a gift horse is possessed of all his molars or needs a hurry call from Painless Parker? Yet it seems to the Schoolmaster no more than fair to remark that Mr. O'Malley is not the only one who has felt that the Liberty Loan posters were at least thirty feet this side of the millennium of artistic perfection.

For instance, a writer in the New York *Evening Post* protests that many of the current posters for the Third Liberty Loan seem to be trying to frighten the people of the United States to death, in

the belief that they will "shell out" better in that condition. The *Post* author does not believe that this is true. He thinks that the public is investing its money gladly to stop the Germans; that a feeling of confidence in our ultimate success is not only to be expected, but is desirable for the maintenance of our national *morale*; and the poster he would like to see would show an American citizen with a broad smile on his face, putting his money into Uncle Sam's hat, rather than a timid soul crouching in terror and hastily rifling his own pockets, with the shadow of the Kaiser on his window blind.

* * *

On the other hand, the Schoolmaster cannot at all agree with a writer in *The New Republic*, who expressed a fear that we are putting up *too many* posters! "Patriotic slogans may be reiterated until they become meaningless," this author said, in effect. Fine phrases about our country, if seen or heard over and over again, lose their potency and force. But this

There's No "Passing the Buck" to the Pressman Here!

We do no printing. We *specialize* in color plates. For sixteen years we've made nothing else. As to how well we do it, let this testify:

Without solicitation, with no salesman but *Quality and Service*, we've built a business so large that we must soon double our present capacity.

THE TRICHROMATIC ENGRAVING CO.
461 Eighth Avenue, - - - New York City
J. H. Tryon C. A. Grotz

PACKAGE LABEL & TRADE MARK

They are the uniform, insignia and battle-flag of your merchandising army. Make sure you give your product a fair chance in its commercial struggles by having them right.



ASSOCIATED ARTISTS
OF PHILADELPHIA
1630 Sansom Street
*Graphic Interpreters
of Promotive Needs*

Are You the Man?

IF you have experience, ability, initiative and a will to do things, here is a prominent position with an attractive future as Assistant Sales Manager with a manufacturer of a well-established, nationally advertised speciality.

We want a man who has had university training, selling and office experience, draft exempt or in a deferred class.

Applications will be treated in strict confidence and will not be considered unless they cover fully, training, experience and personal qualifications. Work is in New York. Salary \$35.

"W. R."—BOX 123, care of
Printers' Ink.

opinion, to the Schoolmaster at least, seems to run counter to all our experience, as well as the doctrines of the authorities on crowd-psychology. We wouldn't give very much for the man who does not feel an inward thrill every time he hears the President's fine phrase, "To make the world safe for democracy," no matter how often it is repeated.

Getting back to the artistic side of the problem, the best criticism the Schoolmaster has heard, and the one which seems most valid, was made the other day in the course of a conversation with an artist who is fairly entitled to be called an expert in that field. "The superiority of the French posters, which is pretty well admitted," he said, "rests on two things, I believe. The French posters do less personifying. There is always something a little theatric and unreal about the 'heroic female figure' so popular in our own country. And in the second place, the French artists get more action into their work. Their posters—many of them—are like instantaneous photographs, they show figures intent on dramatic, interesting tasks. America seems to want the figures in its posters in heroic attitudes, posed for the camera."

And if the Schoolmaster might venture to add a word, which his ignorance, doubtless, makes incompetent, irrelevant and immaterial, he would suggest that abroad they are not afraid to add a touch of humor or an informal note of pathos to make the poster more human; whereas some of our own artists seem so overwhelmed by the world catastrophe that they either sink to unrelieved tragedy or ignore the horrors for the sort of thing which Mr. O'Malley has characterized for us so vividly.

* * *

The Schoolmaster doesn't very often talk about himself, right out in public; but he heard a story the other day which pleased him so much that he will crave the indulgence of the class for a moment while he repeats it. The young man who dropped in to see him and told it, is making a name

for himself as a rising young copy-writer in the service department of a publishing house with a whole flock of technical magazines; but he hasn't been there very long.

"Just about a year ago," he told the Schoolmaster, "I was a reporter on a New York daily; and I got tired of waiting in police stations for a nice juicy murder, or ringing doorbells in the search for photographs of eloped heiresses. I decided I would like to get into advertising but I didn't know the first solitary thing about it.

"I hit on what I thought was a very happy scheme. I decided to go and call on a lot of advertising agents and ask them for advice. I carefully camouflaged the fact that I was looking for a job, and asked them in a noble, earnest way, how one could best learn the advertising business.

"I called on thirty-two of 'em, and sprung my question in every case. Several of them mentioned books on advertising; two or three spoke of correspondence courses; but *every one* of the thirty-two advised me to subscribe for PRINTERS' INK! There wasn't a single exception; and this monotonous reiteration irritated me so that I went and subscribed at once. And in the second issue I received was the ad which resulted in my getting my present job."

To which tale, the Schoolmaster can only add blushingly the comment of the married man who was told that he had become the father of triplets—he is pleased, but not astonished!

H. F. Schaldach, a member of the advertising staff of the *El Paso, Tex., Morning Times*, has been appointed advertising manager of that paper.

MARTINI
PRINTING CRAFTS BUILDING
461 EIGHTH AVE., NEW YORK
INDIVIDUAL
ART WORK
OF THE HIGHEST TYPE

CLASS

For class, trade and technical advertisers. Every issue contains a directory of representative class, trade and technical papers, with rates, type-page sizes and closing dates.

Subscription Price, \$1 a Year
808 SOUTH DEARBORN ST., CHICAGO
Sample Copy On Request

Illinois Daily League

27 Daily Papers 27

177,000 Circulation 177,000

The League provides a splendid field for new advertisers in newspapers to "try out" this class of publication.

Space buying is made easy. Negotiations, contracts placed and paying through the secretary.

For full particulars address

J. K. GROOM, Sec'y
care **Beacon-News**
AURORA, ILL.

REACH THE NAVY

Over a third-million men, averaging \$52.83 monthly above living expenses. All volunteers, virtually no dependents. Big buying power, over \$21,000,000 monthly. Reachable through Scott & Scott Navy List. Mail order or canteen service aid. Information upon request. Scott & Scott, Inc., 144 E. 32nd St., N. Y.; 29 E. Madison St., Chicago.



copy men &
advertising
managers
the
Howell Cuts
will interest you
write for proofs - right now!
303 Fifth Avenue - New York

Trademarks Headquarters

MASON, FENWICK &
LAWRENCE

TRADEMARK LAWYERS
Washington New York Chicago

Established 1861 Booklet Gratis

Some of the largest advertising agents,
lithographers and manufacturers
use our expert service

Booklets and

Catalogs

Many of America's
prominent adver-
tisers, advertising agencies
and others requiring high
grade composition or print-
ing, use the

Charles Francis Press

PRINTING CRAFTS BUILDING
EIGHTH AVENUE, 33rd to 34th Sts., NEW YORK CITY



“CLIMAX” SQUARE-TOP

PAPER CLIPS

Pat. Dec. 12, 1916
Best and most economical
Paper Clip on the market.

Recommended by efficiency experts.

Prices F.O.B. Buffalo.

Packed 10,000 to the Box.

| | | |
|-----------|--------|-----------|
| 10,000 | 15c | per 1,000 |
| 50,000 | 10c | per 1,000 |
| 100,000 | 8c | per 1,000 |
| 500,000 | 7c | per 1,000 |
| 1,000,000 | 6 1/2c | per 1,000 |

Order Direct From

Buffalo Automatic Mfg. Co.
457 Washington Street, BUFFALO, N. Y.

THE
EYES OF THE WORLD
ARE ON THE
MOVIE SCREEN
100% EFFICIENT
ADVERTISING
LANTERN SLIDES
COMMERCIAL FILMS
ANIMATED TRAILERS
BRITE-LITE FILM ADY CO
INCORPORATED
217 BROADWAY N. Y.
Phone 2-1448
S. C. CO. F. CO.

A Few Newspapers Give Service to All, Says Director Thompson

Only three hundred newspapers contribute to the expenses of the Bureau of Advertising, yet the Bureau is working to create more advertising for every newspaper big or small on the North American continent. It knows no individual publications; recommends no lists or groups to any advertiser, although it is frequently asked to make such recommendations. As evidence of its broad purpose, I may say that an account developed by the Bureau for newspapers is scheduled by the advertiser to start within a few days in a city where the Bureau of Advertising has not a single member among the newspapers there.

If the copy of national or sectional advertisers is desirable business, then the Bureau's purpose is a profitable one and every newspaper contributing to its support is making a valuable investment.

We newspaper men have twice as much at stake in the national field as all the magazines put together, and yet magazine men are spending dollars in advertising their advertising to the pennies that we spend.—*Address at Annual Luncheon of Bureau of Advertising, A. N. P. A., New York, April 24.*

Promotion for T. T. Cook

T. T. Cook, editor of the “Transmitter,” the house-organ of the Chesapeake and Potomac Telephone Company, Baltimore, has been appointed publicity manager of the company to succeed John E. Boisseau.

J. O. Martin has been made editor of the house-organ. He has been associated with this work in the past.

P. M. Whelan Enters Naval Reserve

Paul Mack Whelan will shortly leave John Muir & Co., of New York, to enter the forces of the U. S. Naval Reserve. No appointment has yet been made to fill the position of advertising manager of John Muir & Co., which he has held for several years. He will be succeeded as editor of *The Odd Lot Review* by A. V. Fischer, who has been secretary and treasurer of *The Odd Lot Review*, Inc.

Added to Deimel Staff

Charles Firestone and Winfred M. Stern, who have been with the Brown Advertising Agency, New York, have joined the agency of Adolph Deimel, also of New York.

Cyril Butler, formerly with the Atlas Advertising Agency, New York, is now associated with *House and Garden*, of that city.

Classified Advertisements

HELP WANTED

BRIGHT YOUNG MAN

WANTED for forwarding department of New York agency. Must understand ordering of engraving, etc. Box 255, care Printers' Ink.

Checking Dept. Manager

For New York agency. Give experience in detail. Box 256, care Printers' Ink.

Advertising Writer

Clever copy and layout woman, for high-grade magazine work. Everywoman's World, Toronto, Can.

An advertising medium that appeals to national and local Advertisers, has opening for a few live solicitors and salesmen. A rare opportunity to make big money. Write for particulars. Publicity Clock Co., 110 W. 40th St., New York.

OPPORTUNITY FOR ARTIST

On technical advertising accounts. To do line drawings and layout work mainly. Might be interested if also a retoucher. A good opportunity in a growing Cleveland Service Agency. Box 236, care Printers' Ink.

A capable advertising manager and solicitor, who must have had at least 10 years experience in cities of more than 300,000 population. A fine chance to go along with a growing property. Address F. S., New York Press Club, 21 Spruce Street, New York City.

Classified Advertising Manager
Wanted for newspaper in middle west. This position will open a splendid future for a man who is willing to work hard and who is capable of handling men. Address Box 245, care Printers' Ink, stating age, experience and salary expected.

ADV. MNGR. WANTED

We need an **EXPERIENCED** Advertising Manager—kindly note the emphasis on the "Experienced." We manufacture a nationally advertised product, distributed through drug and general stores.

We prefer a man Southern born, Gentle, who can fit into the life of a small town.

The salary can be made to accord with the applicant's ability
Box 231, care Printers' Ink.

A Mail Order Jewelry House wants a live initiative advertising manager. One with ability enabling him to create new sales ideas and can write forceful business-getting letters. Draft exempt. Give full details, experience, age, salary. Box 240, care Printers' Ink.

Salesmen-advertising selling experience to secure contracts from retail stores for popular window display colored cartoon service; present salesmen average \$5,000 annually in commissions; exclusive territory allotted; write, mentioning full particulars. Box 248, care Printers' Ink.

WANTED—To assist in Advertising Department of large manufacturing concern: A young man experienced in ordering printing, in handling electrotypes and in caring for stock of advertising matter. Write giving full particulars as to experience, age, salary, etc. Box 234, care Printers' Ink.

GOOD STENOGRAPHER WANTED
Splendid opportunity for woman in editorial office of trade paper. Ability to take rapid dictation accurately essential. A high school education at least, or its equivalent. One with some familiarity with advertising and publishing preferred. To start, \$25 a week. Box 243, care Printers' Ink.

General Manager

WANTED—In Publishing House. General Manager, with good knowledge of everything pertaining to the trade: printing, binding, paper, composition, electrotyping, systematizing, supervision of all manufacturing departments. Good salary to experienced executive having necessary testimonials. Address Wilson, Box 257, care Printers' Ink.

WANTED—CIRCULATION MAN

Publisher of three magazines in New York City with limited class appeal wants a man to take charge of subscription and newsstand selling. This man must be experienced in magazine selling. We do not want a "schemer." He must market our magazines by intelligent and consistent selling methods.

All three magazines are growing properties and have been long established. This is an opportunity for the right man to become a permanent part of our organization. The remuneration at the start will be on the basis of salary and commission. Future salary will be based on this man's proven ability and value to us.

If you are interested let your letter "sell us." Give your age and experience. Address Box 239, care P. I.

WANTED: We have an opening for a young man in our editorial department. He should be a civil engineer or a contractor's superintendent; experience in construction work is necessary. He must be an American with ambition and good address, must write well. The right man may be assured of promotion. Contracting Publishing Corporation, 233 Broadway, New York.

ADVERTISING POSITIONS NOW OPEN— Newspaper solicitors, New Eng., Pa., W. Va., Ill., \$25-35; classified, Ct., Ark., Tex., \$20-\$30; managers, Miss., Cal., \$35-50. Copy writers, Mass., N. Y., Md., Mich., Ky., Ill., Tex., \$25-40. Trade journals N. Y., Mich., \$30-40. Mercantile and manufacturing, Ky., N. C., \$40-60. Registration free. FERNALD'S EXCHANGE, INC., Third Nat'l Bank Bldg., Springfield, Mass.

SALESMAN

Advertising and special service house needs a high class man of clean record and ability; one who will not be satisfied with less than \$5,000 income; must be accustomed to dealing with big people successfully and have clean character as well as sales ability; straight commission basis. Our service is entirely new, without competition and offers unlimited possibilities and permanent connection with a highly successful and old established house. Please state fully your past experience and connections, so that personal interview can be arranged with those who seem to meet the requirements. Address A. G. Langworthy, 638 Federal St., Chicago, Illinois.

An Opportunity for Hardware Man

A large corporation wishes a man to do sales-service work with hardware and sporting goods dealers. The article to be handled is not sold direct to dealers, but to other manufacturers who distribute it as a part of the goods they make—much as motor accessories are sold as a part of automobiles.

Advertising experience or knowledge of retail merchandising methods would be of value in addition to sales ability.

Replies will be held confidential. Address, giving experience in full, references, age, and salary desired.

Box 238, care of Printers' Ink.

MISCELLANEOUS

When you think of Hardware Dealers think of the Hardware Dealers' Magazine, The Open Door to the Hardware Stores of the World. Write for sample. 253 Broadway, New York City.

Have your Catalogs, Booklets, etc., neatly printed and silk stitched in plant equipped expressly for that purpose. Send copy stating number required for one year. Box 233, Printers' Ink.

LETTER SPECIALISTS

We Write Business-Building Letters, Advertisements, Circulars, Booklets, at attractive rates. Results guaranteed. What is YOUR problem? Criterion Service, Dept. S, West New York, N. J.

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

Ph. Morton
OCEAN TO OCEAN
CINCINNATI

TO RENT FOR BUSINESS PURPOSES
Attractive, furnished or unfurnished. Special facilities for publisher, advertising agency, or kindred line. Sublease. Divisions for large or small users. Tenth Floor, 450 Fourth Avenue, New York City.

FOR SALE
Advertising Business. Active accounts include several leading Industrial concerns Greater New York. Office equipment, copy data and good will. Joining the colors. Part cash, balance secured negotiable notes. Box 244, care Printers' Ink.

BUSINESS OPPORTUNITY
For \$5.00 I will make you a pen and ink drawing that I guarantee to please you. Send particulars or illustration of article and I will finish design to suit you. \$2.00 with order, balance when drawing is accepted. Al Tock, Bloomington, Ill.

BUSINESS ADVISEMENT

I HAVE THE KNACK

Of doing things "on the spot" better than you can do by correspondence. Trade information—sources of supply and prices—adjustment of complaints and claims—personal representation.

What "troubles" have you?

W. R. Burrows, 320 Fifth Ave., N. Y.

Notice is hereby given that the annual meeting of the stockholders of the Ripana Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before the meeting, will be held in the office of the Ripana Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 13, 1918, at 12 o'clock noon. Chas. H. Thayer, Pres.

POSITIONS WANTED

YOUNG MAN—recently managing editor for trade paper—seeks new and broader connection. Draft exempt. Salary nominal. Can edit house organs. Box 258, Printers' Ink.

Need an active representative in Chicago? Salesman with successful record on engineering papers open for engagement. Will be in N. Y. City May 1st. Box 254, care Printers' Ink.

PRINTING ESTIMATOR

open for engagement; thorough experience in manufacturing end; knows costs, stock, ink, plates; former printing manager; N. Y. City preferred. Box 237, P. I.

Young man (25), class 3—college graduate—sound knowledge type and cuts, seeks position in production department advertising agency—a good man with great potentialities. Box 252, care P. I.

SERVICES FOR SALE

Age 30—married—14 years business experience, 7 years as advertising representative and assistant to Advertising Director. Understands printing and house-organ details. Box 249, P. I.

Thoroughly capable, alert young woman, for 8 years advertising manager large mail order business, desires connection in Cincinnati as manufacturer's agent, publisher's representative or along similar lines. Box 232, care Printers' Ink.

SALES MANAGER

Age 38. Wide experience, embodying national, export markets, capable of directing effective correspondence. Immediate service available. New York connection preferable. Box 241, care Printers' Ink.

ASSISTANT TO ADV. MANAGER
Have had 4 yrs. practical experience printing business. 8 months assistant purchasing agent large adv. agency. Can buy engravings, printing, paper. Evening high-school graduate. Age 21, 3d class draft. Box 242, P. I.

Position as SALES MANAGER

wanted by a man who can work hard because he can use his brain—because he can manage his own thinking machinery. Mechanical and electrical graduate with decided desire to become allied with a strong company where his talents can grow and expand. Forceful, well balanced and loyal. He has a successful record as a salesman, and employer and trainer of salesmen. Good organizer. Excellent knowledge of advertising and its power. A student of improved methods with ability to capitalize them. He has grown beyond his present connection and you can get him when he is in his prime. Salary \$6,000. All replies confidential. Address Box 253, care Printers' Ink.

ARTIST OR ART MANAGER

Letterer, designer, illustrator, idea man—is also expert copy writer. Engraving house and trade paper experience. References: present employer and several national advertisers. Salaried connection desired. Box 246, care P. I.

PRINTING BUYER—Efficient, practical; printing-house graduate; good layout; well posted concerning illustrating, plates, paper, etc. Careful buyer; knows values, 100% honesty. Position buying printing and kindred supplies. Buying at present. Integrity, Box 247, care Printers' Ink.

Unusual conditions make it necessary to reduce our advertising to a point where it would be unprofitable to retain our advertising manager in his present capacity. Live wire, hard worker, original in his ideas. Well-balanced. Pleasing personality, age thirty-six. Location New England preferred. If you are looking for a high grade man it will be to your interest to write or wire Box 8, Elmwood Station, Providence, R. I.

SALES AND ADVERTISING DEPARTMENTS

An executive with Business Power acquired through 14 years' diverse experience; an analyst who can do practical planning, and execute campaigns; a systematizer and efficiency man knowing business economics; manufacturing and publishing experience; practical printer. Get in touch with me to learn details of my practical and theoretical training. Box 251, care Printers' Ink.

SOME FIRM NEEDS THIS MAN

Capable salesman and executive employed as salesman at \$3,000 per year, who can show positive evidence of successful past, who has called on retail grocer, confectioner and drug trade in every state east of Kansas, one who knows salesmen and how to get results, is looking for position as sales manager for some reputable concern. Am thirty-seven years of age. Have been selling goods in above three lines for past ten years for two different firms. Will not consider books, bonds or insurance. Box 235, care Printers' Ink.

Women In Wartime

The growing pains are over, women have arrived. At this, the most enthusiastic stage of her development, woman psychologically and economically is a good buy. There is one who wishes to represent a good magazine or class publication as only a woman can when her heart is in the work. Has had 12 years advertising experience in general and special agency work—secretarial, executive, buying and selling space. Can write sincere copy, is well equipped to take care of clients and individualize service. Will be able to retain use of present office and backing of organization if desired. Box 250, care Printers' Ink.

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it will pay
you to see
us *before*
placing your
next Poster
Advertising
Campaign

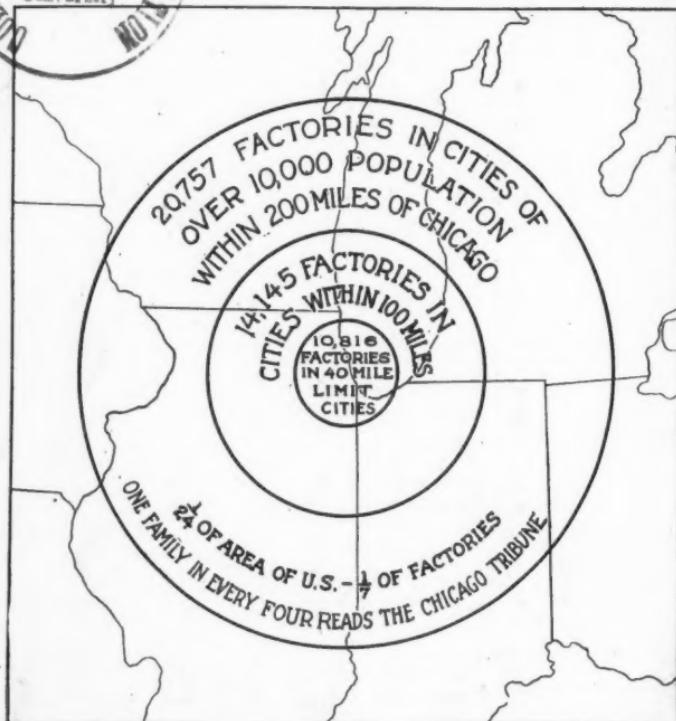
Thos. Cusack Company

CHICAGO

NEW YORK

Largest Advertising Company in the World

If You Sell to Factories Study This Map



One-seventh of the factories of the United States are within 200 miles of Chicago—in a territory so thoroughly covered by The Chicago Tribune that this great newspaper is read by one family in every four. This is an opportunity to DOMINATE a wonderful market with advertising economy. For more information about the Chicago Territory—its wealth and possibilities—write for the BOOK OF FACTS—a reference work that you need.

The Chicago Tribune

(The World's Greatest Newspaper)

(Trade Mark Registered)